



# New guidelines



Logo

The main logo is used primarily. The vertical version is used only on extremely narrow media

[Download in Figma](#)

[Download in Onedrive](#)



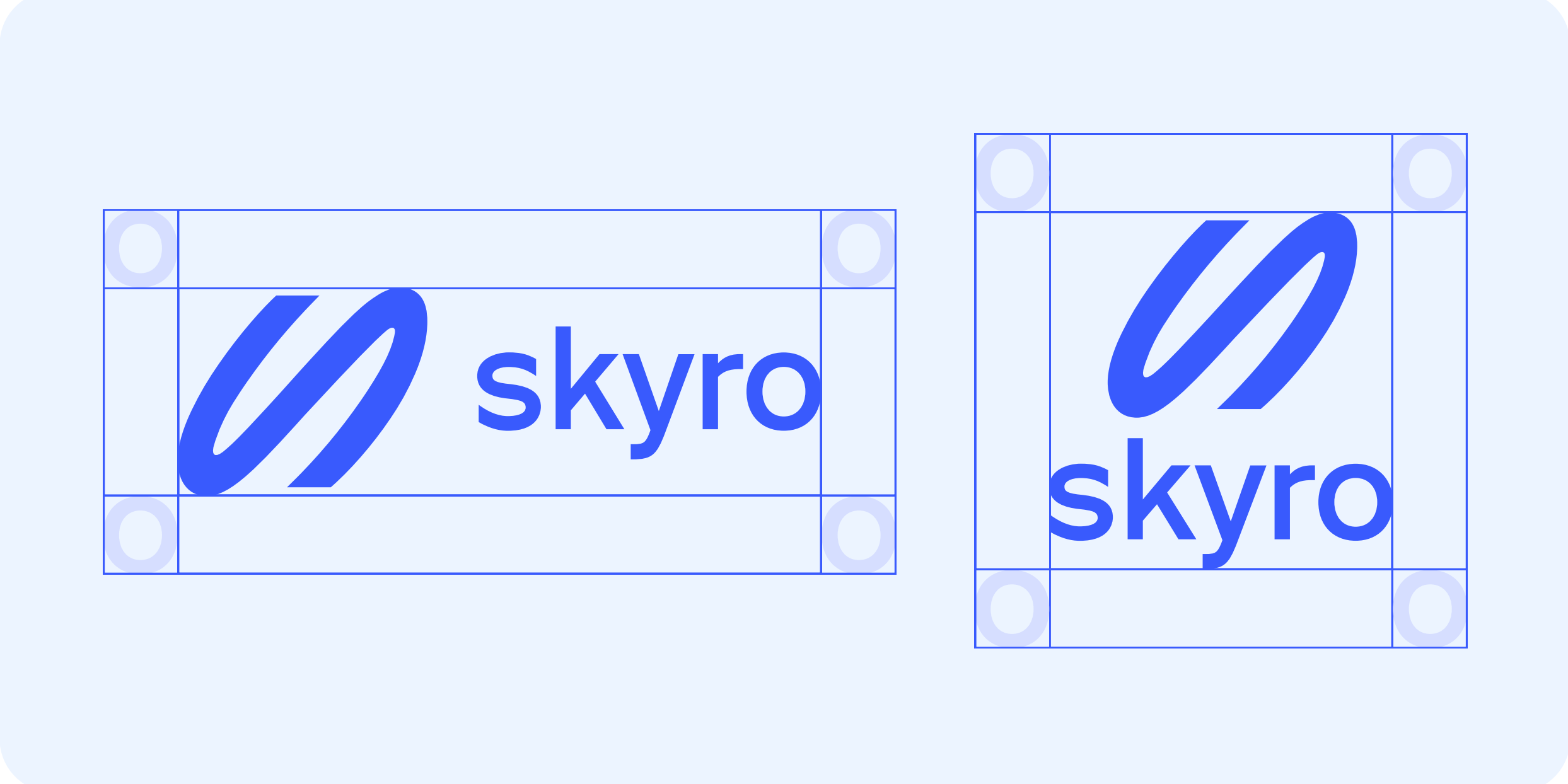
Main logo



Vertical version

Security field

The logo's security field is constructed from the width of the letter O. This rule applies to all versions of logos



Color

The logo comes in three colors: blue, white, and black. Blue is used on light backgrounds, white on dark backgrounds. Black is used in exceptional cases where the blue logo lacks contrast

It is important that the contrast between the logo and the background is at least 4

**i** You can check the contrast on the website [colors.co](https://www.colors.co)



Blue



White



Black



Kenya



Philippines



Malaysia

Minimum size

- For the main version: 4 mm, 14 px
- For the vertical version: 6 mm, 16 px

**i** If you need to use a smaller size, use only the font version of the logo

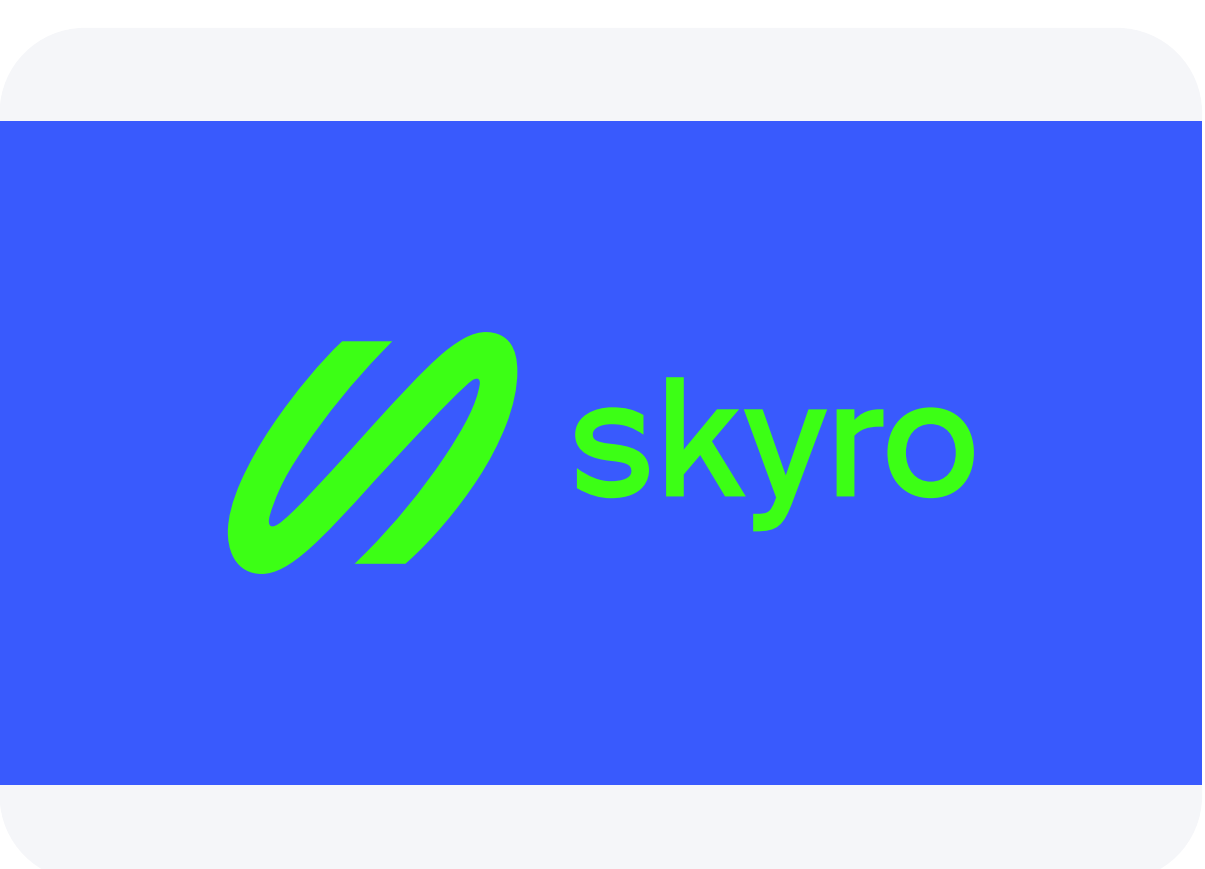


Main logo

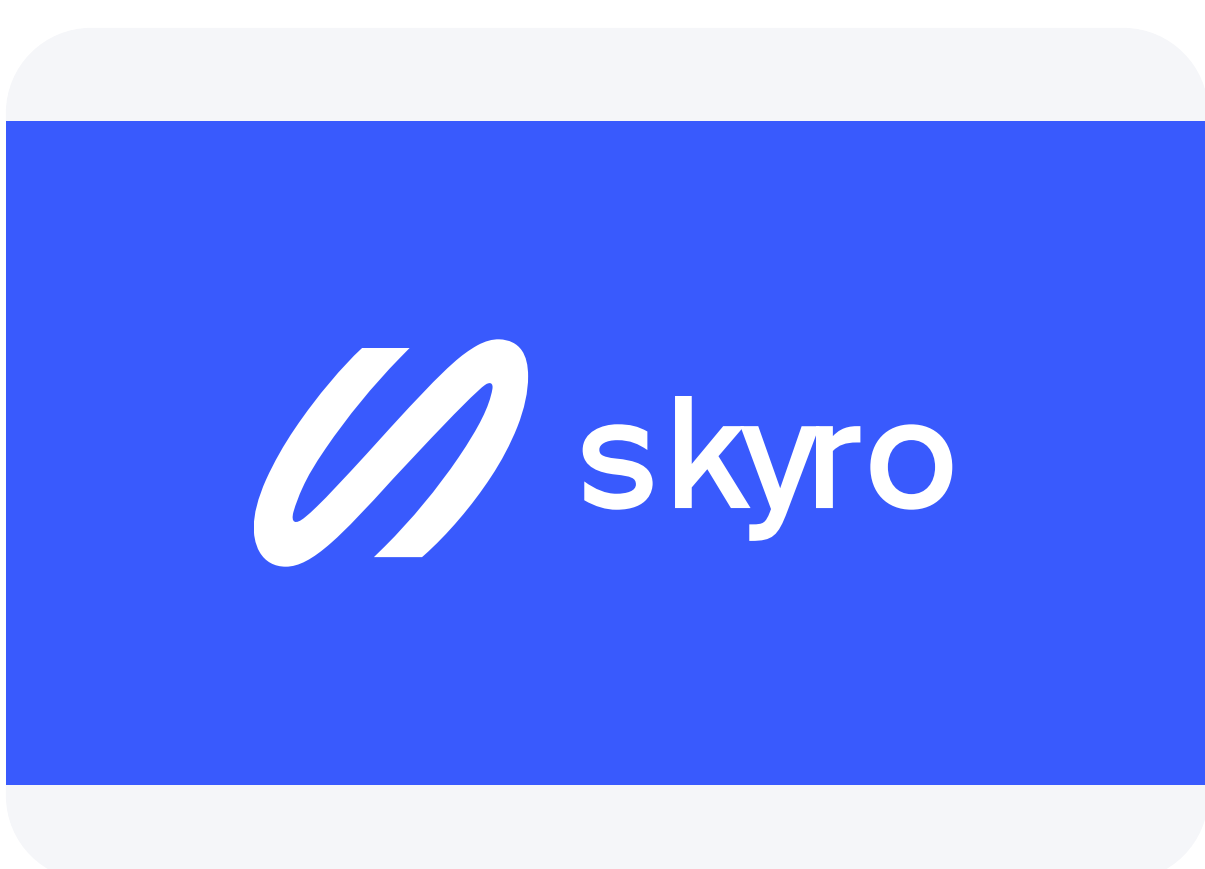


Vertical version

Don'ts



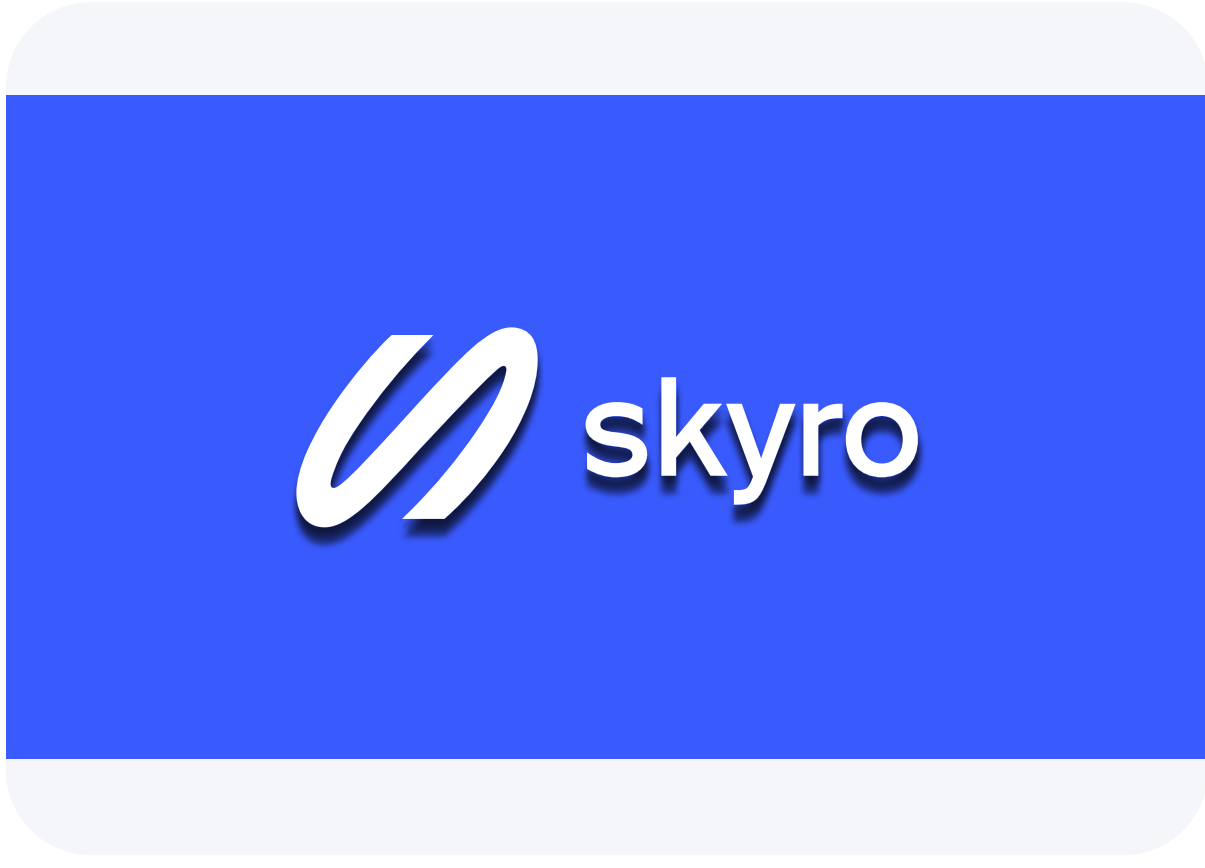
**x** Color the logo in different colors



**x** Move letters and distances within the logo



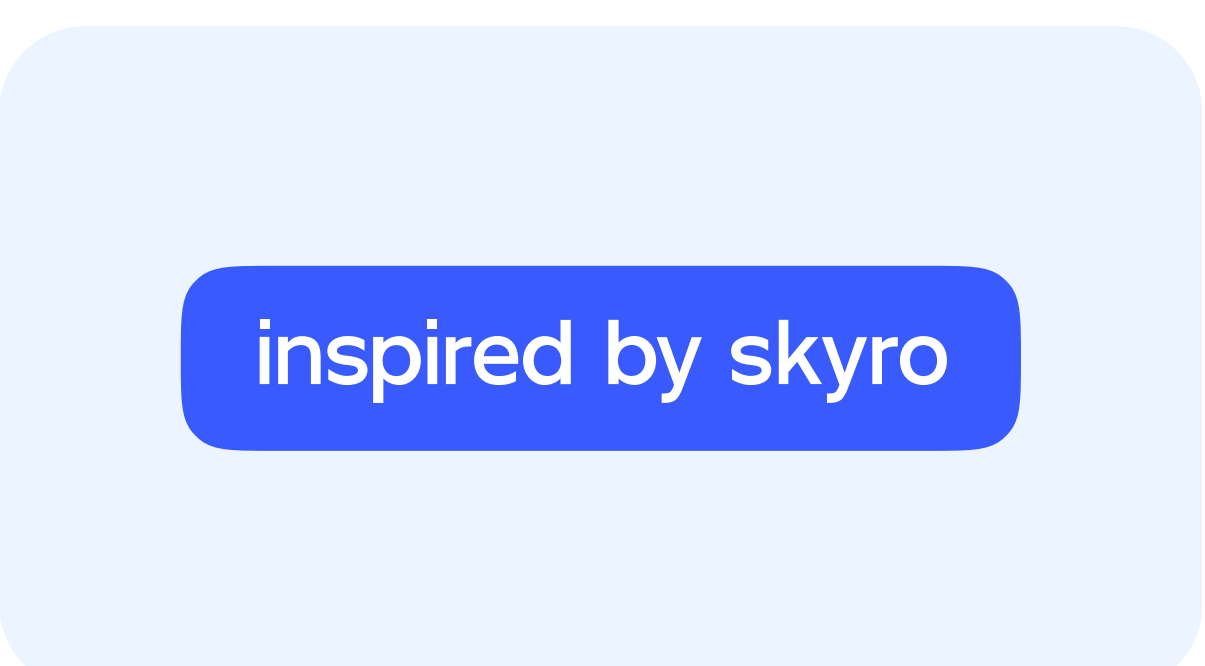
**x** Stretch or distort the logo



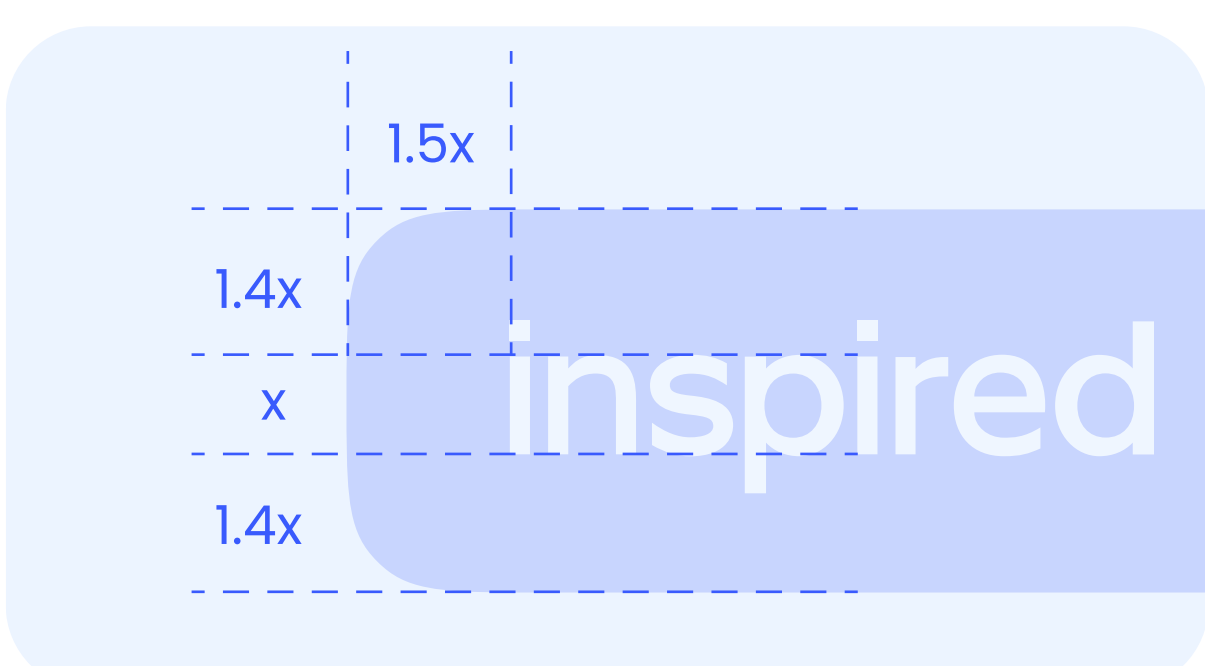
**x** Apply any additional effects to the logo

Endorsed brand

The inscription “inspired by skyro” was designed in the character of Skyro



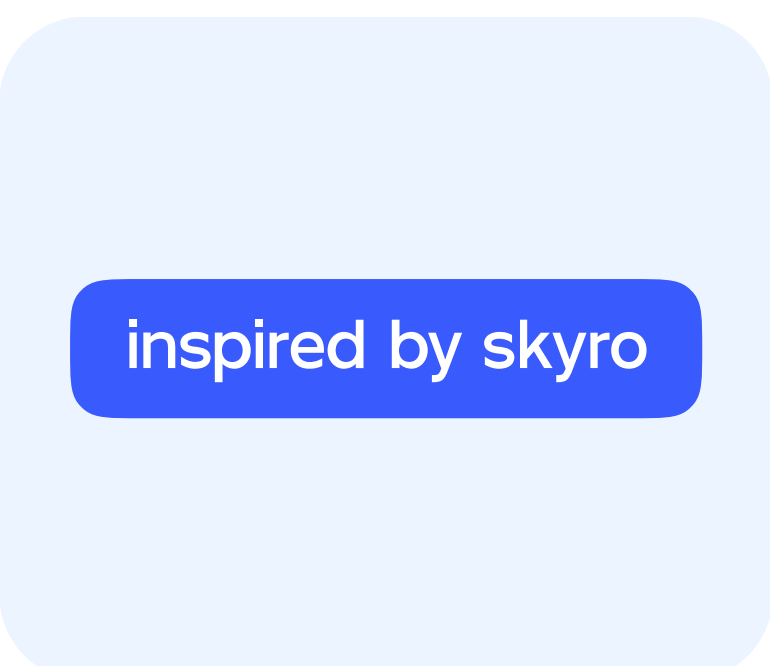
Basic structure



Construction

The lettering is available in three color combinations

- The blue option is preferred for a stronger connection with the Skyro brand
- The white option is used for dark or blue backgrounds
- The black option is used when the Skyro brand presence needs to be reduced, or if the blue option lacks contrast



Blue



White



Black

The design of the endorsed brand is based on the height of the logo's letters

**i** The rules for building an endorsed brand will be further refined





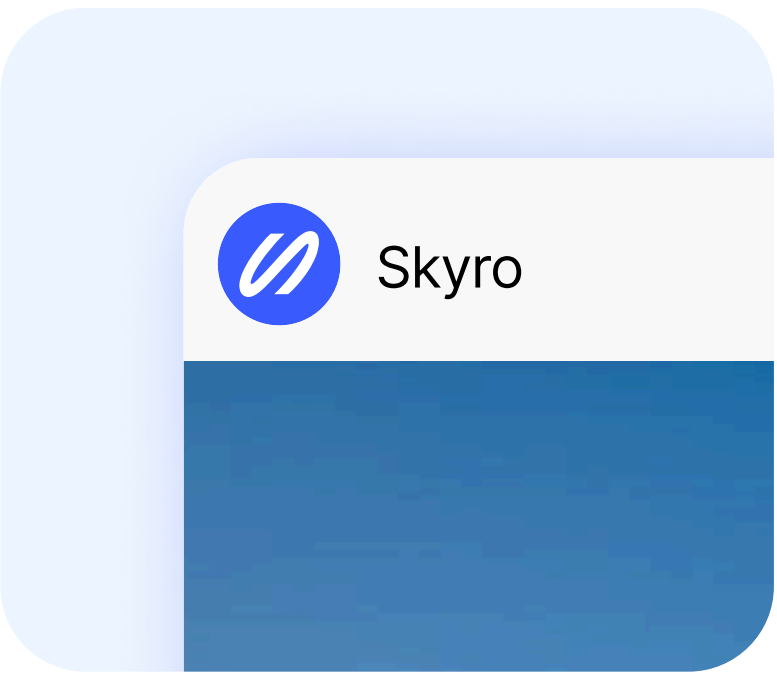
# Icon

## Usage

The icon is used in the app as an avatar on social media

[Download in Figma](#)

[Download in Onedrive](#)



Social media



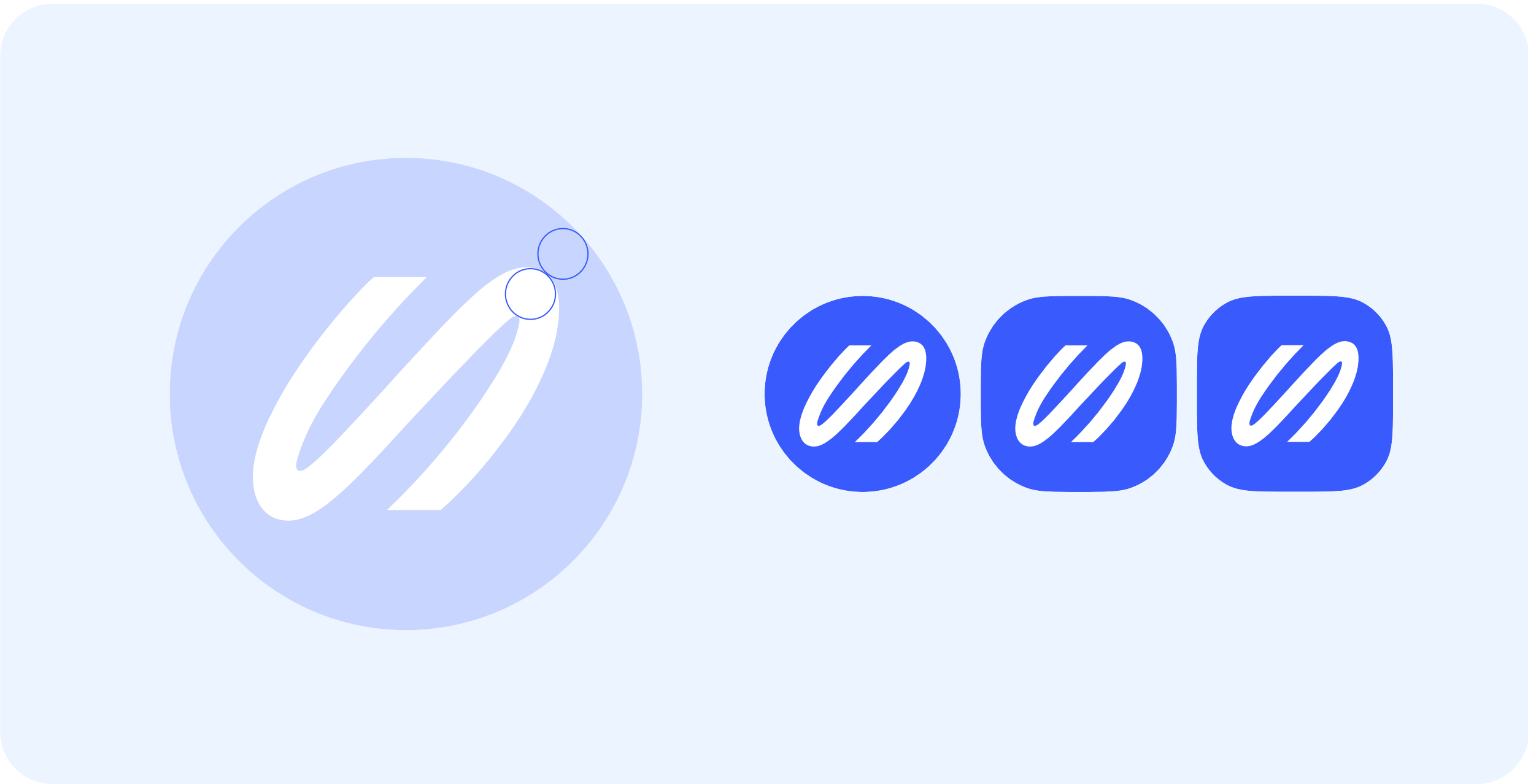
QR-code



App

## Construction

The icon should look good with any rounded corners. The icon's security field is built according to the line thickness in the sign



## Color

In most cases, a primary icon with a blue background is used. If the layout background is blue, there is an additional option with a white icon background



Social media



QR-code



# Co-branding

Co-branding is necessary when we collaborate with other brands. It's important to separate logos so they don't look like a single brand

 Optically, brand logos should be equal in weight

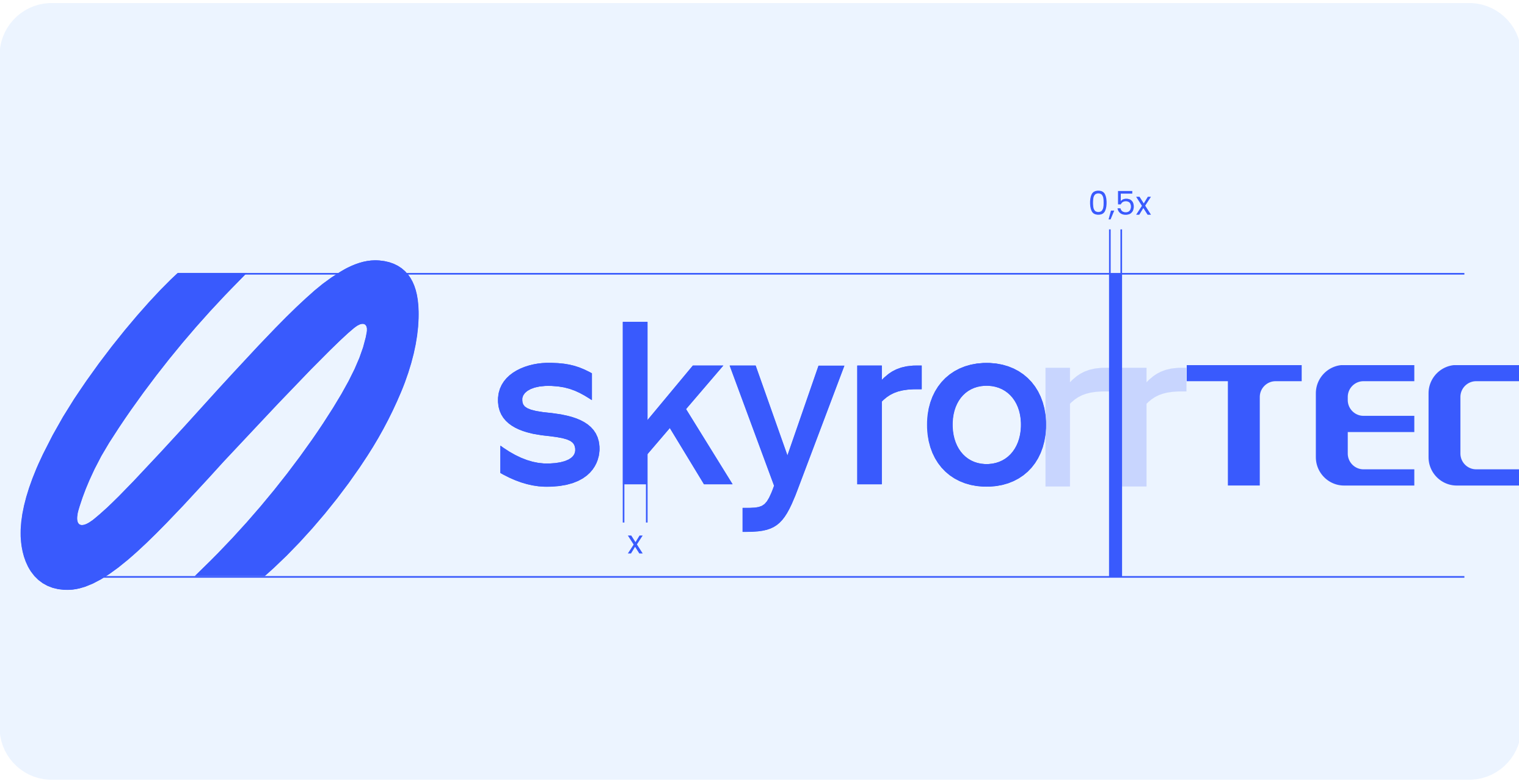
## Horisontal version

The security field of co-branded logos is equal to the width of the letter o from the logo



## Construction

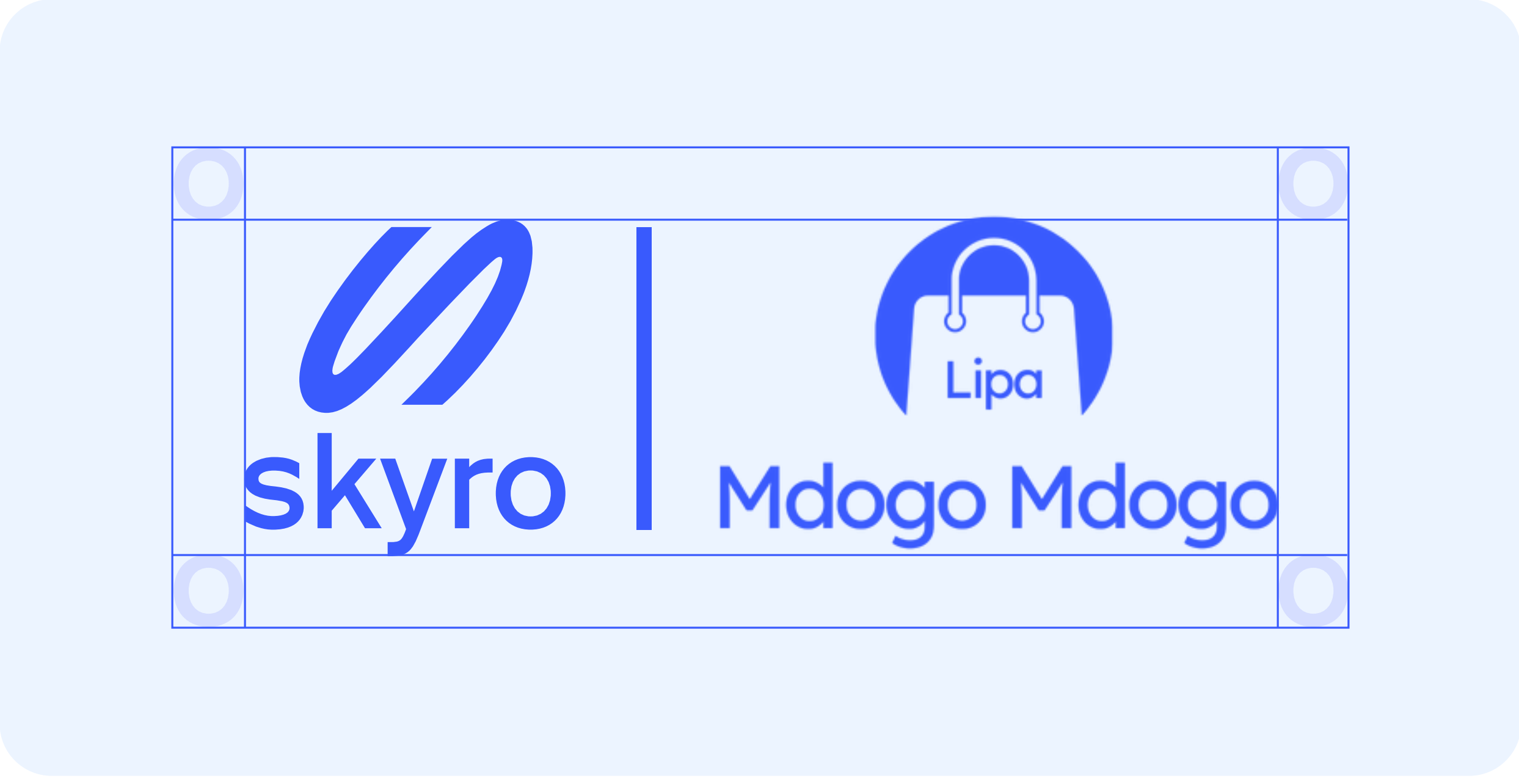
- The thickness of the divider is half the thickness of the vertical stem
- The distance from the logo to the divider is the width of the letter r from logo



## Vertical version

The vertical version is used in narrow media and in cases where the partner does not have a horizontal logo

The security field of co-branded logos is equal to the width of the letter o from the logo



## Construction

- The thickness of the divider is the thickness of the vertical stem
- The distance from the logo to the divider is the width of the letter o from logo
- The divider is aligned with the guide of the lowercase letters of the logo and with the cut of the vital line from the logo

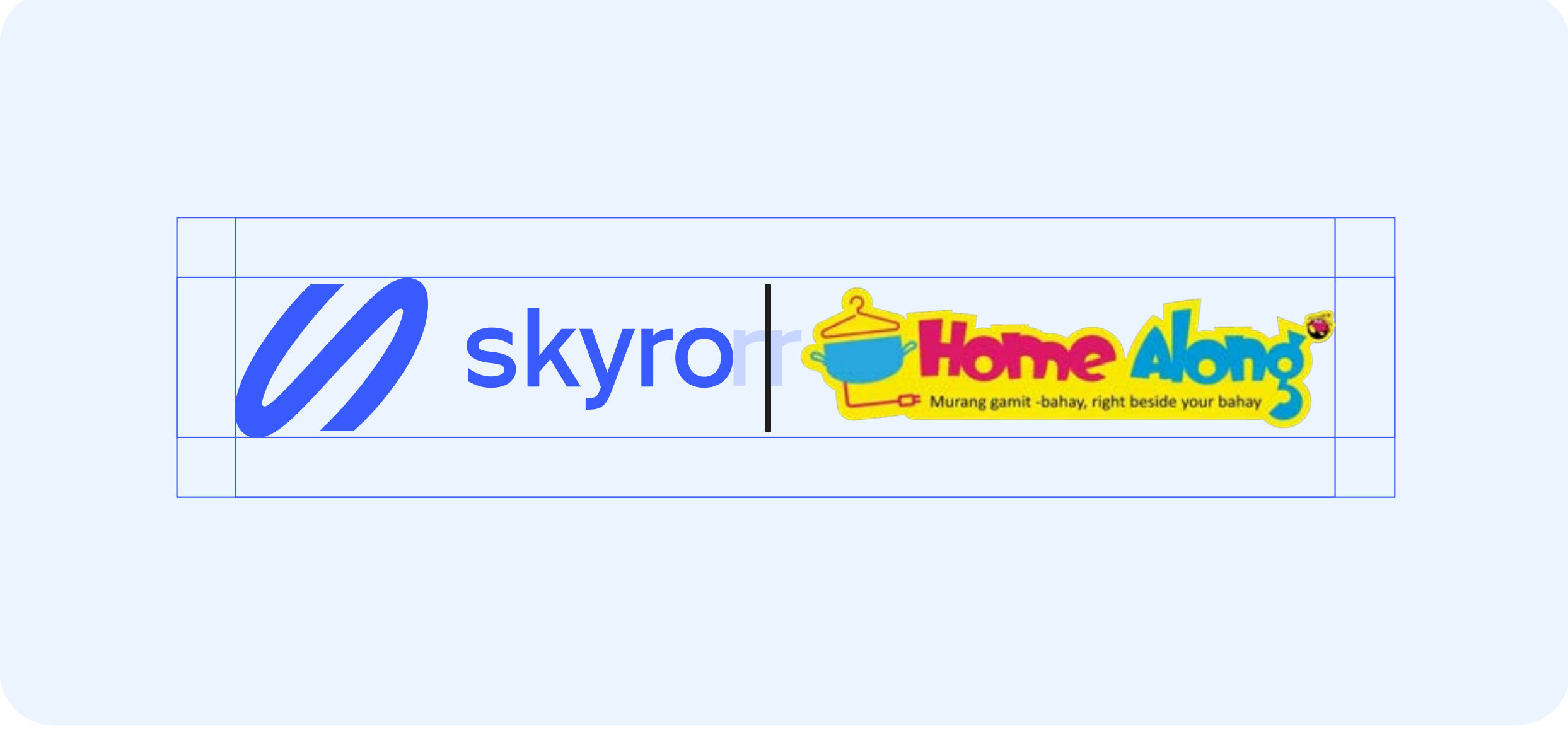


## Exceptions

For situations where a partner cannot repaint the logo in our corporate color or the logo is very complex and does not involve using the same tone, there is an exception rule. In this case, co-branding is placed monochrome in black and white tones.



 an option where the logos are positioned neutrally



 An option where the logos are arguing in the color scheme



# Color

100% of communications must use the Skyro main color.

Sapphire blue and night sky are used as complementary shades within the primary blue color

 A color proof must be made before printing

**Skyro main**  
#395AFE  
RGB 57, 90, 254  
CMYK 78, 65, 0, 0  
Pantone 2728C

**Light blue**  
#50ADFF  
RGB: 80, 141, 255  
CMYK: 90, 47, 0, 0  
Pantone 285C

**Sapphire blue**  
#0639DF  
RGB 5 55 225  
CMYK: 97, 74, 0, 13  
PANTONE 2728 C

**Night Sky**  
#0800A1  
RGB: 8, 0, 161  
CMYK: 96, 98, 0, 45  
Pantone 2738 C

## Additional colors

Additional colors are used in bright accents, for example in the analemma or in offer marks

**Dragon fruit**  
#FF0083  
RGB: 255, 0, 131  
CMYK: 0, 95, 9, 0  
Pantone 213 C

**Bright lime**  
#44FF00  
RGB: 68, 225,0  
CMYK: 74, 0, 77, 16  
Pantone 802C

## Text

- Blue text is used for light backgrounds and in situations where the amount of brand blue color needs to be increased
- White text is used for blue and dark background
- Black text is used on light backgrounds on the website and in the app. However, if contrast allows, blue text is recommended

**Skyro main**  
#395AFE

**White**  
#FFFFFF

**Black**  
#1E1E1E



Pay later



Pay later



Pay later

Blue text

White text

Black text

## Visual elements

It is acceptable to use yellow and blue text in visual elements to make the visual more colorful



One ID only, boss!



One ID only, boss!



One ID only, boss!

Pink

Lime

Blue

## Background

Skyro main color is used as a background color in most communications to reinforce the core brand in the consumer's mind.

Night sky color is used as an additional option

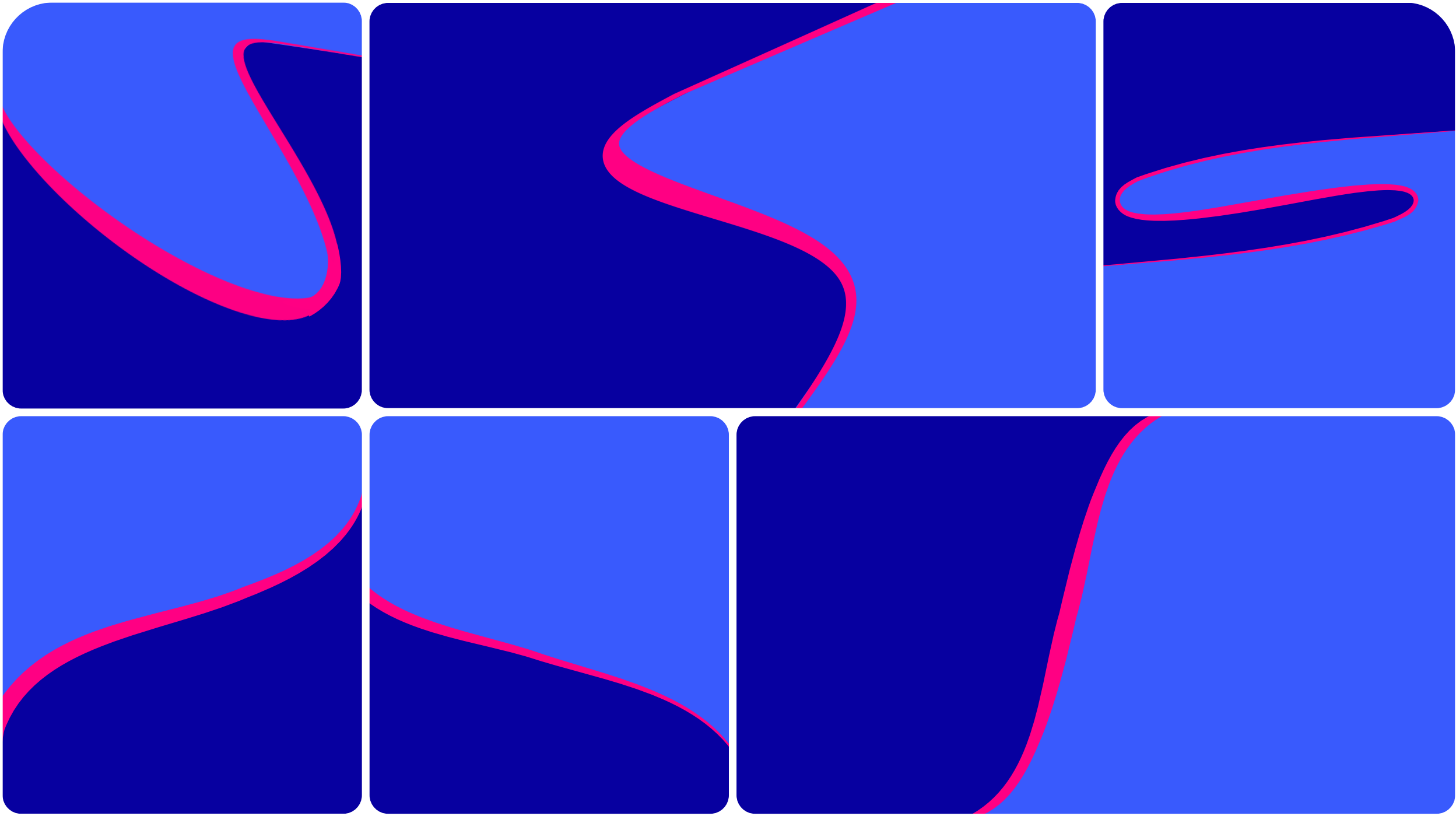
**Skyro main**  
#395AFE

**Night Sky**  
#0800A1



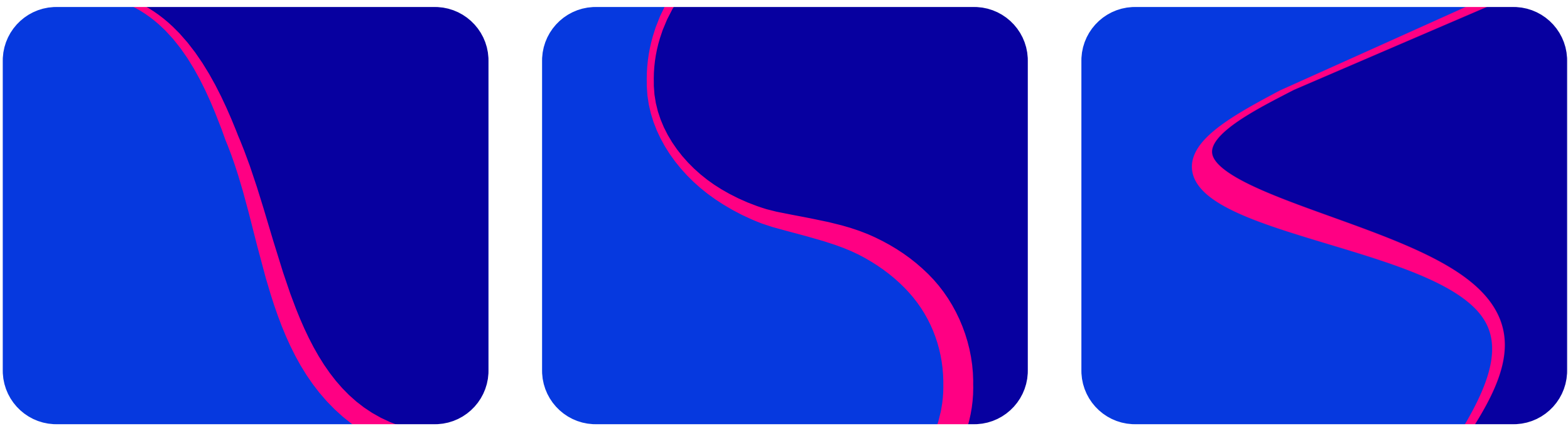
# Analemma

The principles of the analemma inherit the style of the global. Examples are provided below



## Rules

The line drawing itself is free, the main thing is that it retains a recognizable S-shaped silhouette. Follow the dynamics of the layout

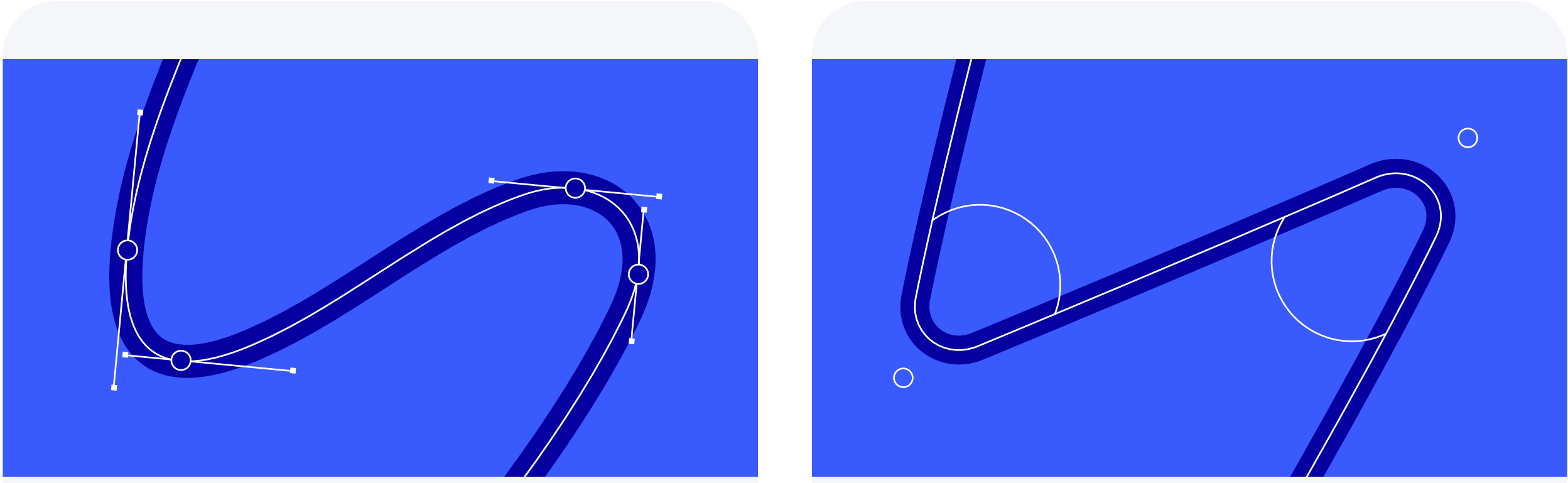


Easy dynamics

Average dynamics

Strong dynamics

It is important not to use mechanical rounding, but to create an analemma from points located at the extremes



✔ Analemma of points

✘ Mechanical roundings

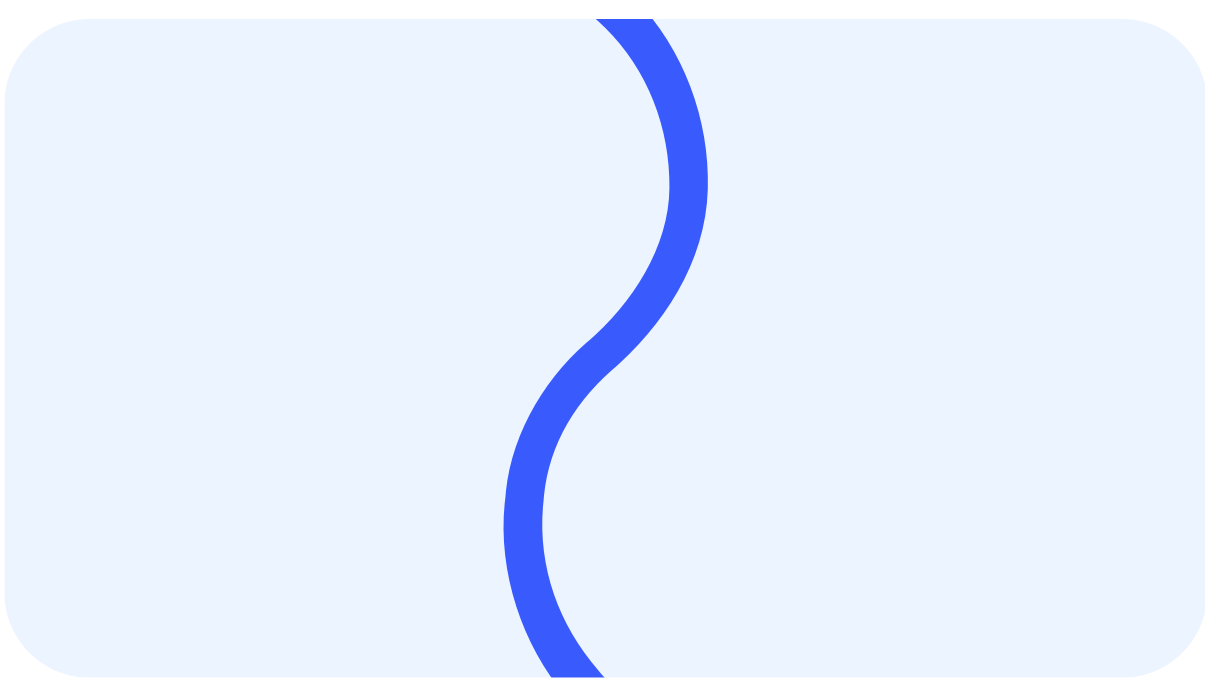
## Thickness

Line thickness can be either uniform or dynamic. It's important that the line is visible on the layout

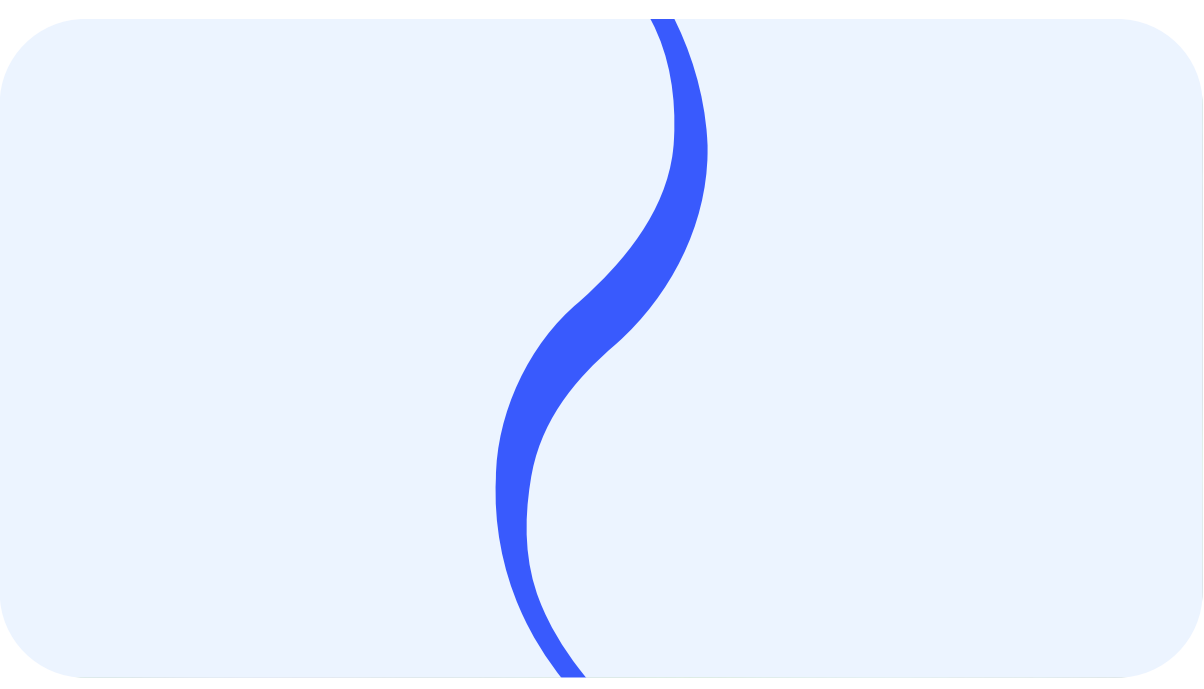


Thickening towards the edges

Thickening towards one edge



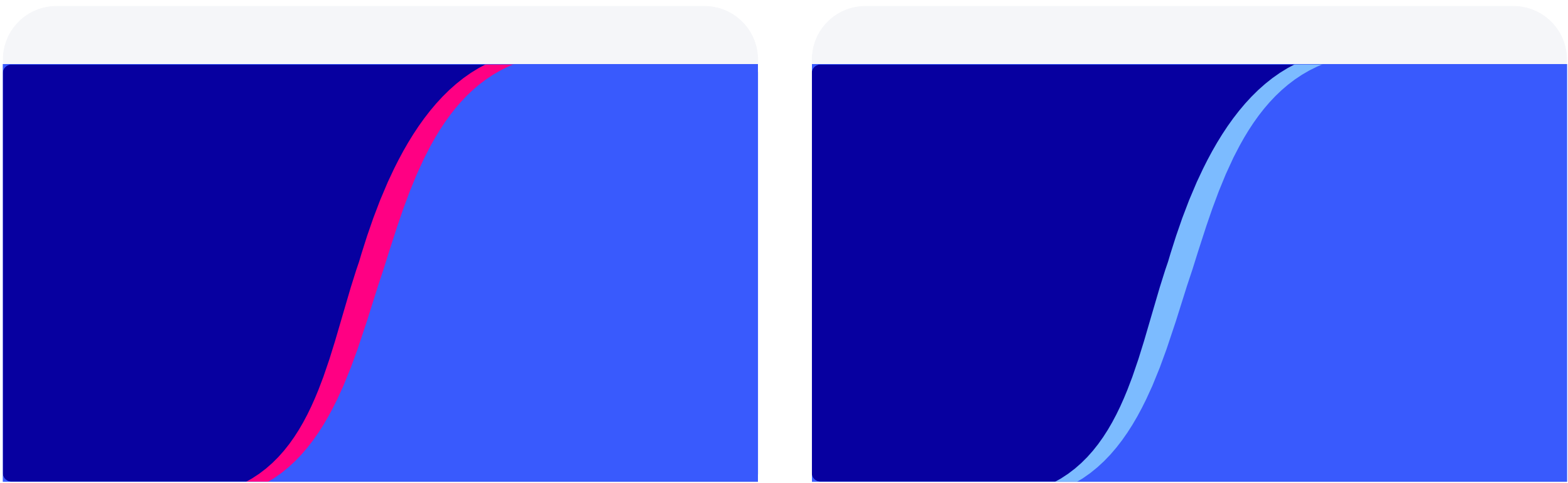
Uniform thickness



Thickening towards the middle

## Color

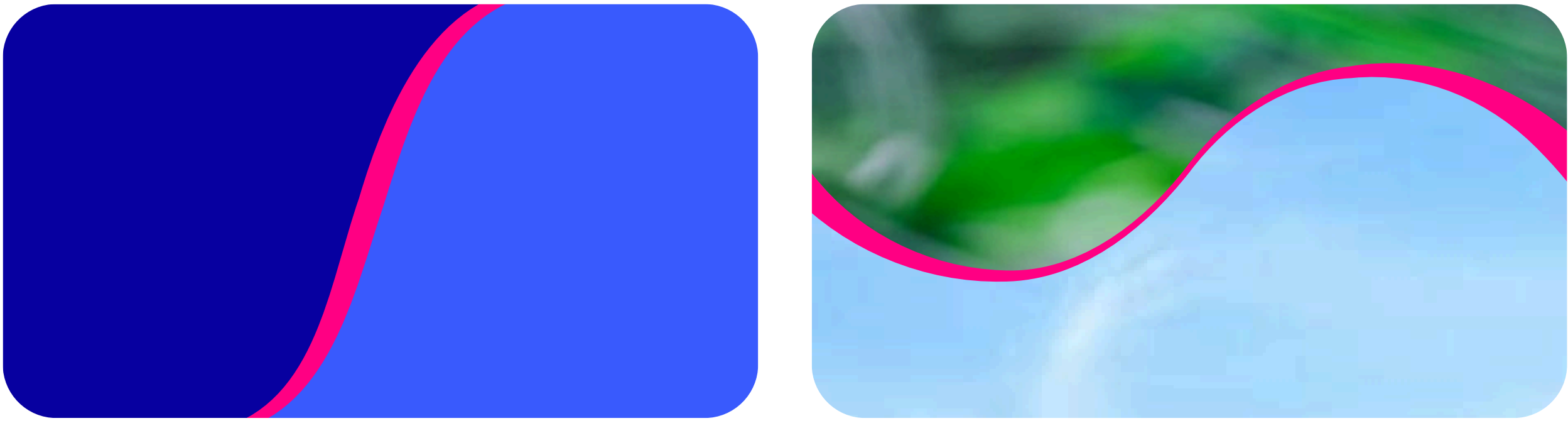
It is recommended to use bright accent color for the analemma, it helps to create a contrast in layout



✔ The analemma clearly divides the layout

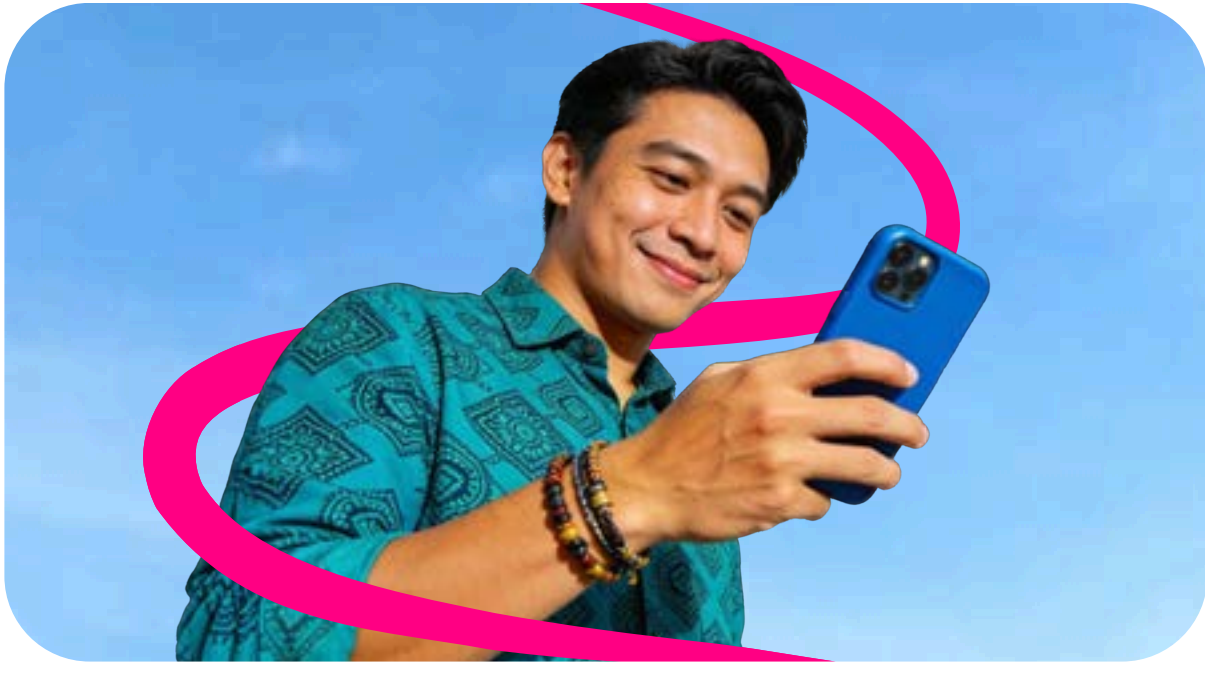
✘ The analemma does not add contrast to the layout

## Usage



Background split

Uniting two patterns

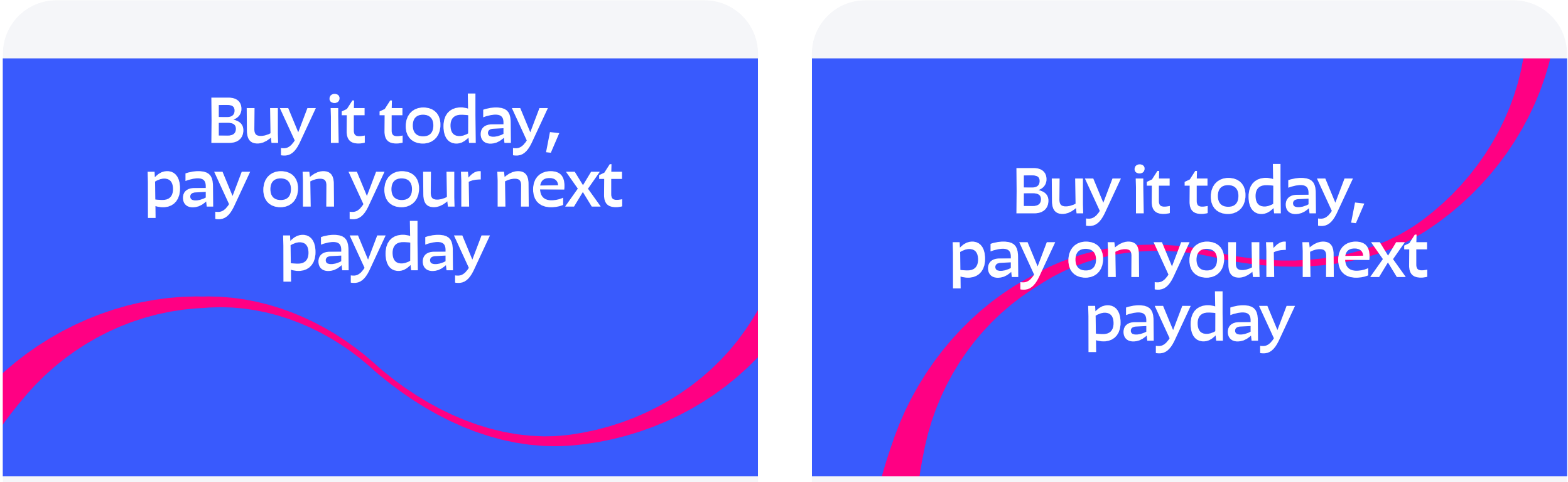


Integration into photography



Uniting two photo pieces

It is important to consider the placement of other layout elements; it is important that the analemma does not go under the text and does not cross the layout diagonally



✔ Analemma complements the layout

✘ The analemma interferes with reading the text



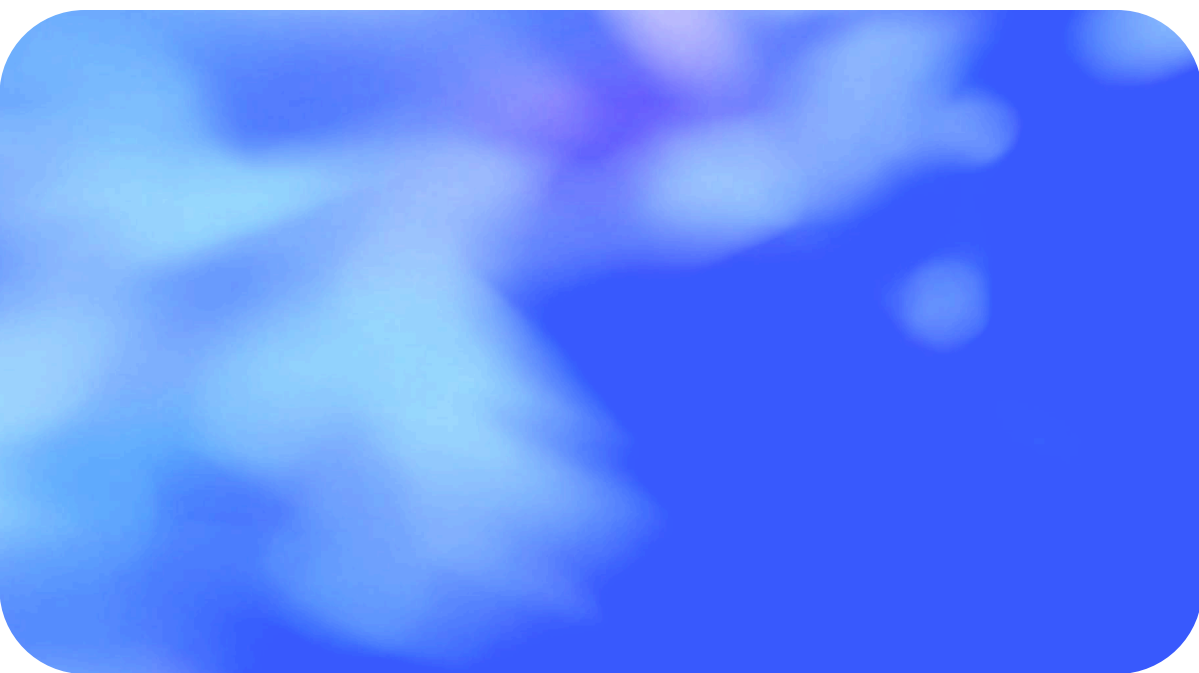
# Textures

Textures are used to enhance the natural connection in the layout and add uniqueness to the brand. Textures are embedded into the background of the layout

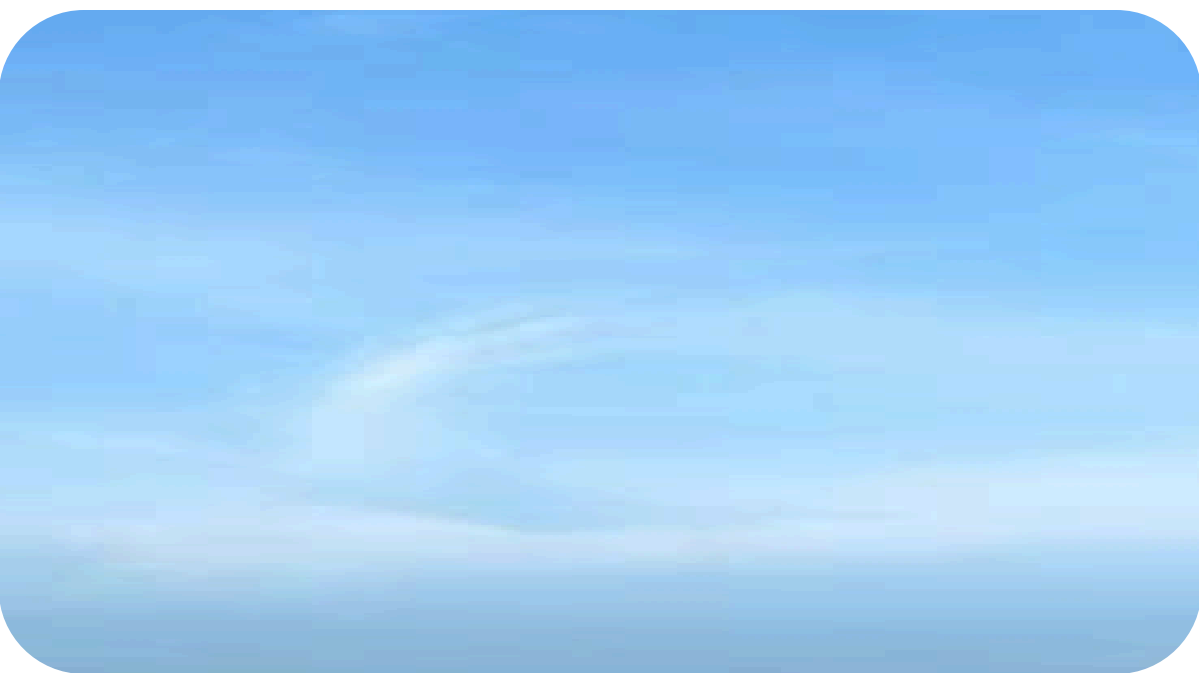
[Download in Figma](#)

## Global textures

The global brand is represented by a set of textures that symbolize the sky. Global texture can be used together with local texture in duality principles



Main sky

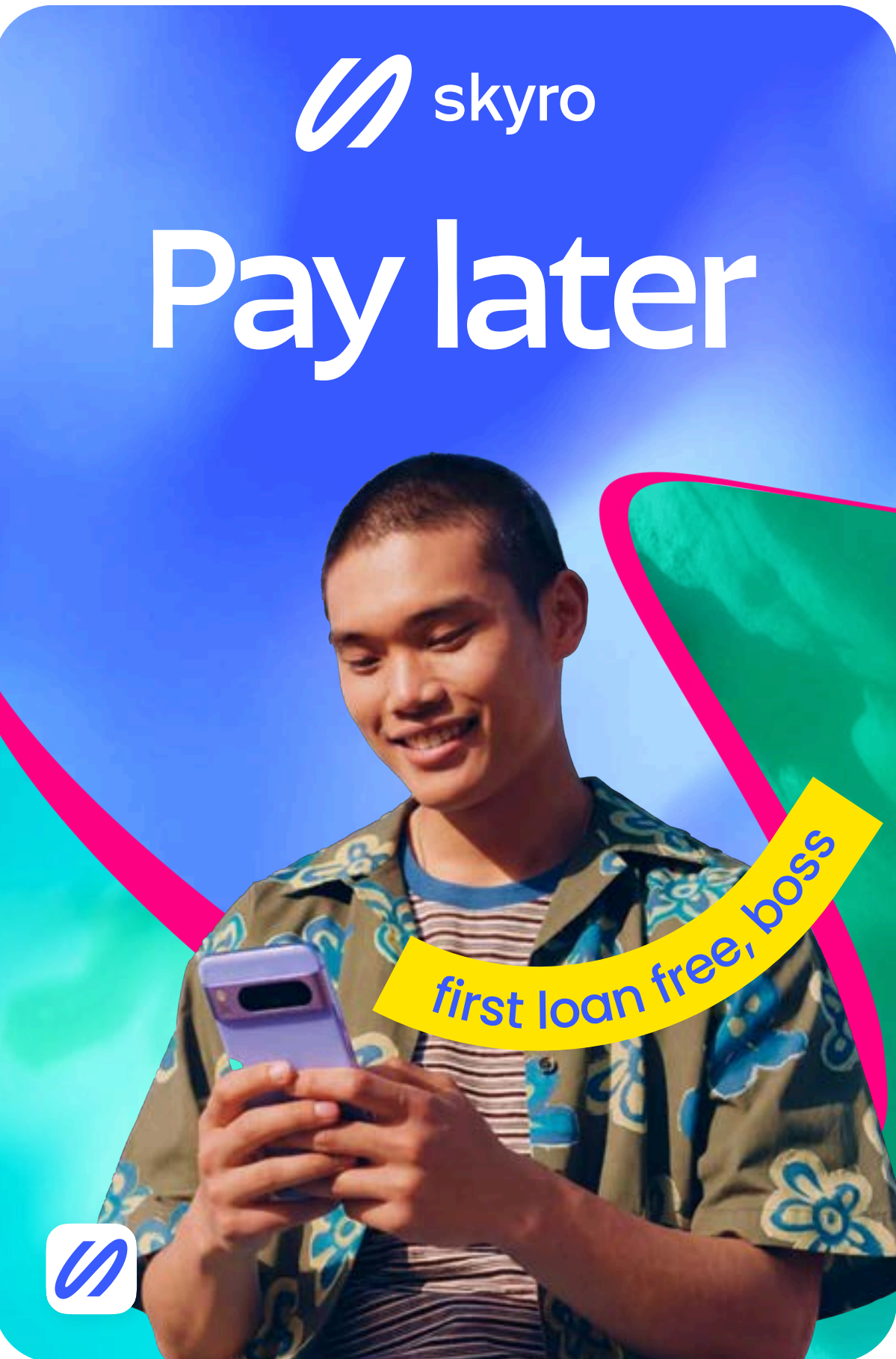
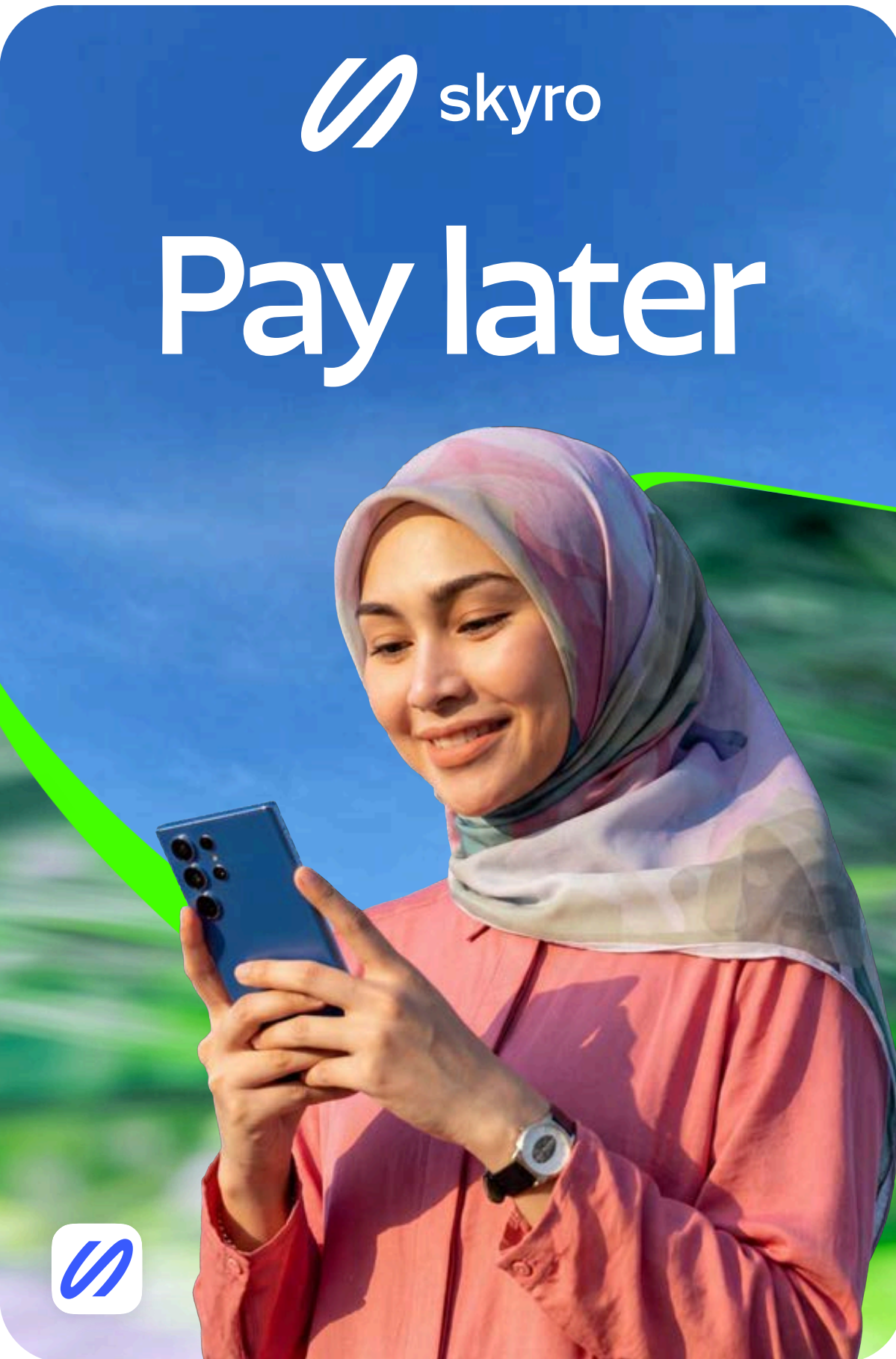


Realistic clouds

## How to use

To preserve the principle of duality it is important:

- List



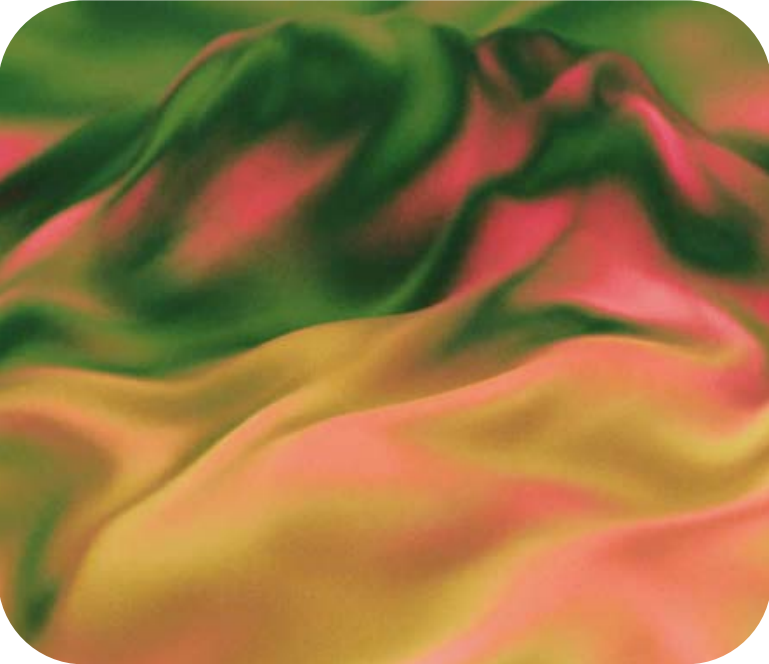
## How to generate texture

### 1. Decide on the type of texture

For a simplified and realistic texture, we recommend using different references.

#### Simplified

For a simplified version, more abstract references are needed to fit the style



#### Realistic

For realistic renderings, more photographic references are acceptable. If photographs are being generated, simplified references can be added



### 2. Describe what you want to generate

texture of

green and yellow

color

mangrove trees from Malaysia

what

motion blurred texture, low detailed

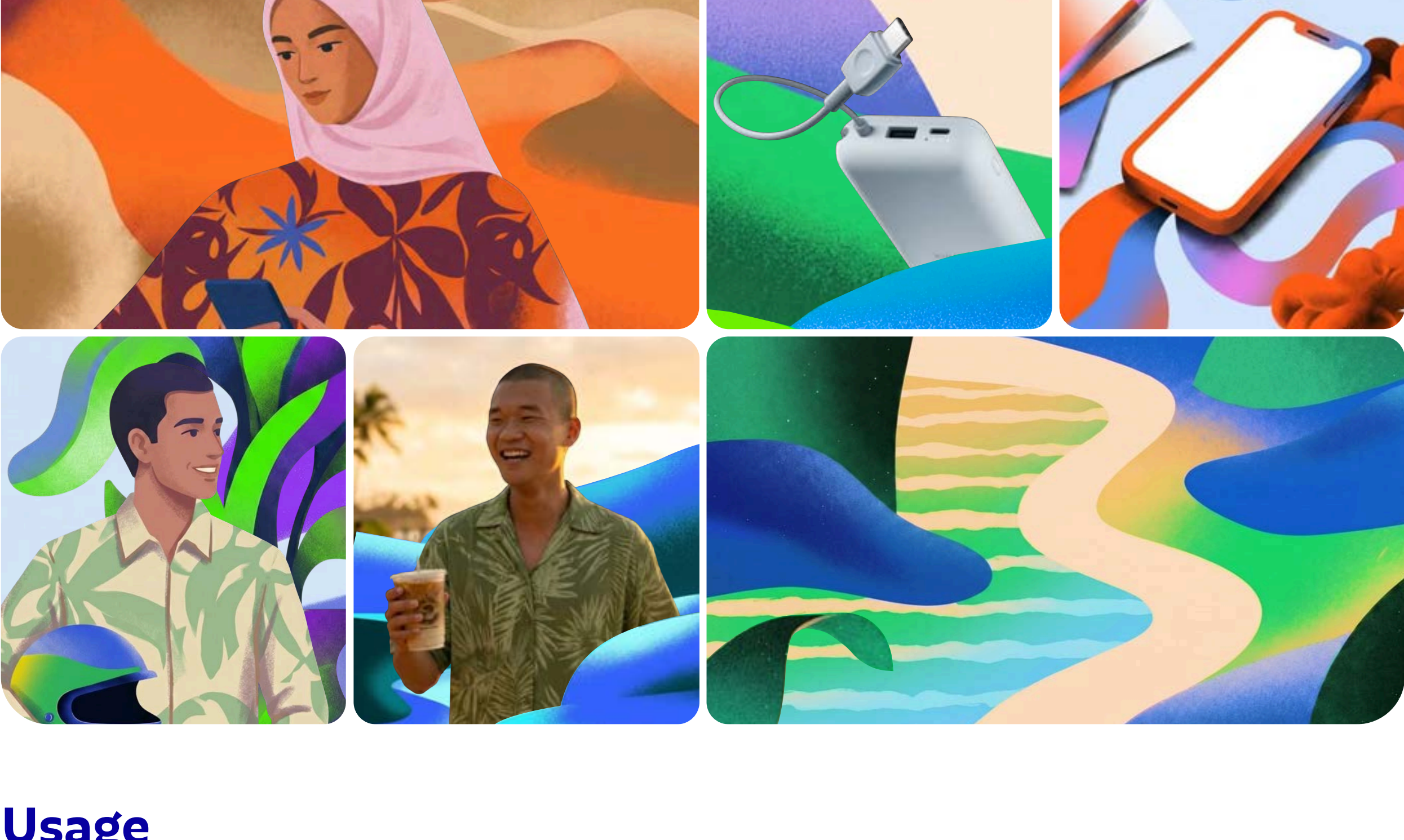
extra tags



# Illustrations

The character of the illustrations reflects accessibility and the joy of small victories in everyday life

**i** The nationality and attributes of the character depend on the target audience of global communications



## Usage

an illustration can be used as an independent graphic unit or as part of a photograph

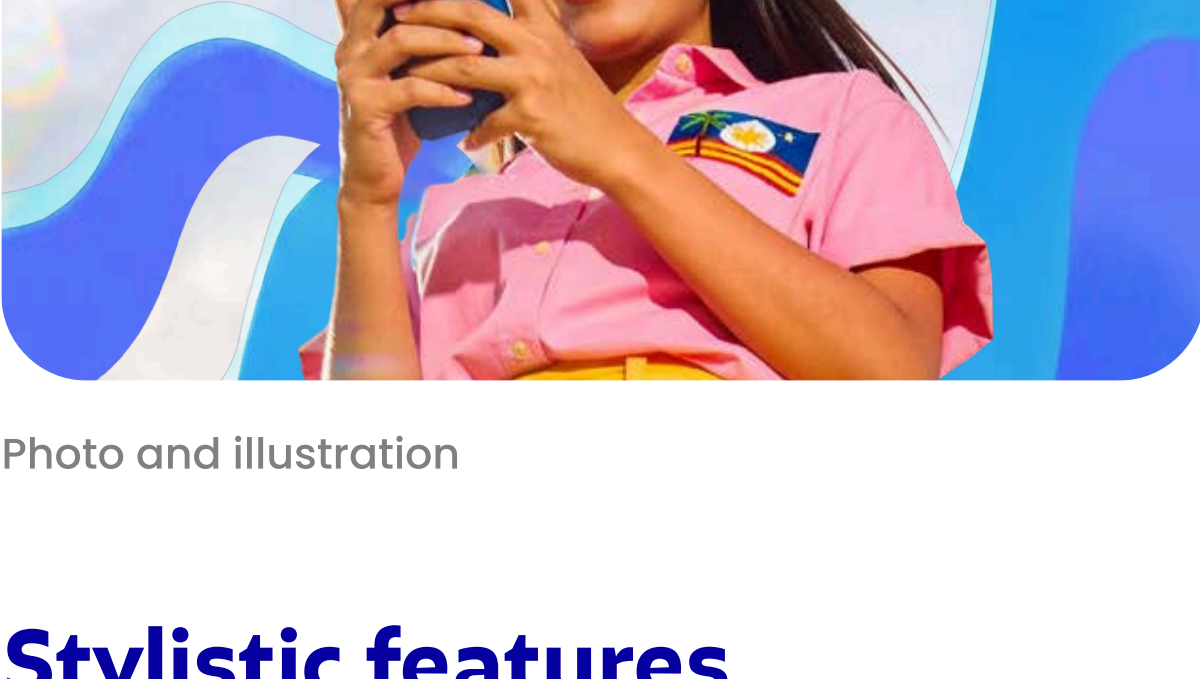
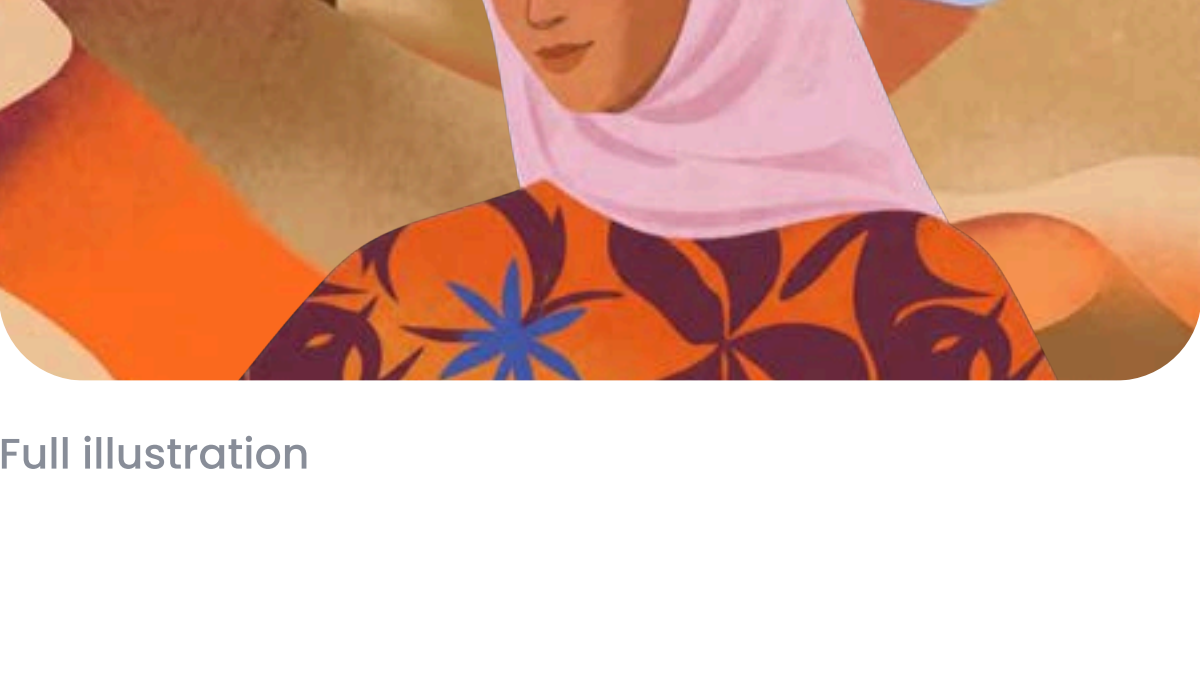


Photo and illustration



Full illustration

## Stylistic features

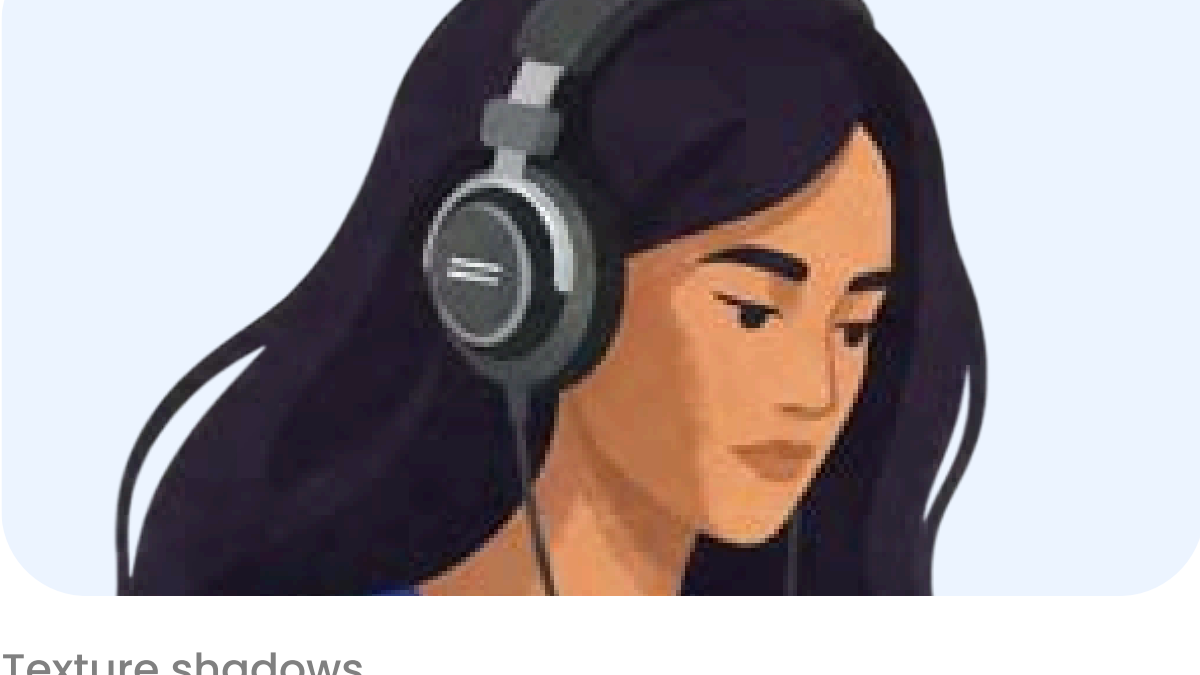
The global brand is represented by a set of textures that symbolize the sky. Global texture can be used together with local texture in duality principles



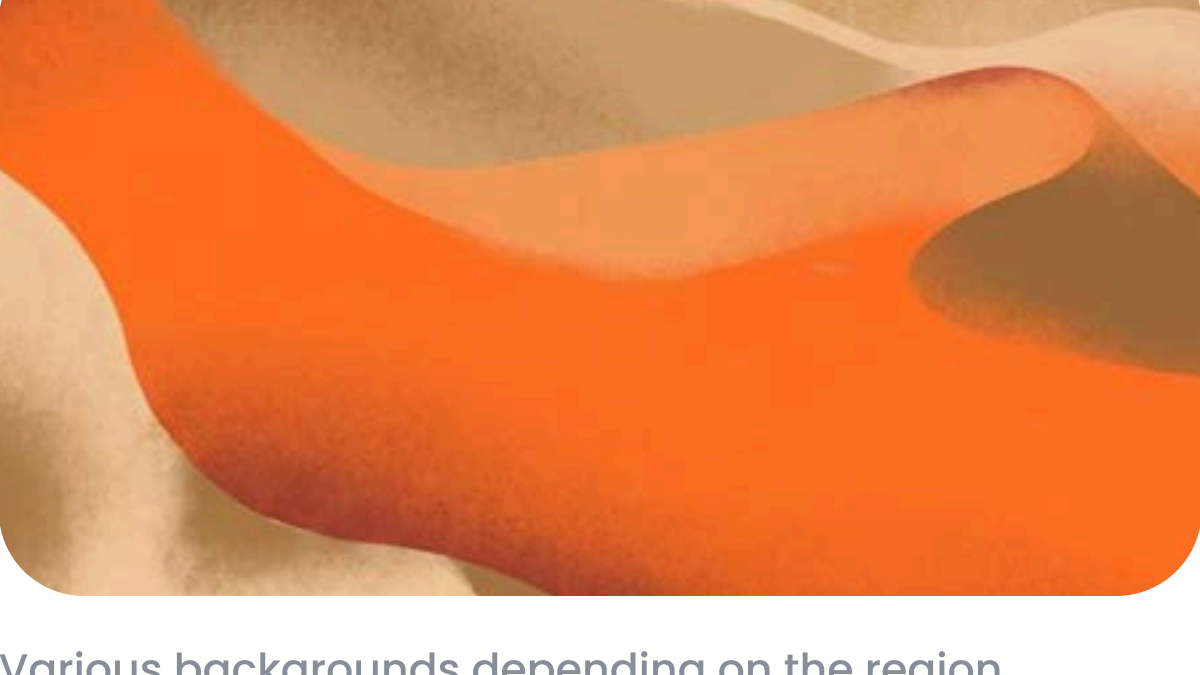
Gradient objects and saturated colors



Smooth, naturalistic forms



Texture shadows



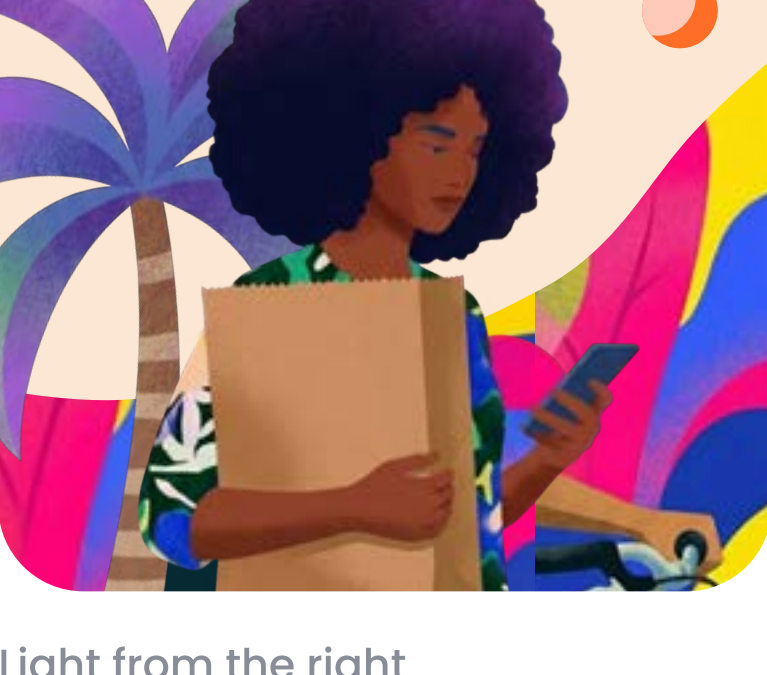
Various backgrounds depending on the region

## Lighting and shadows

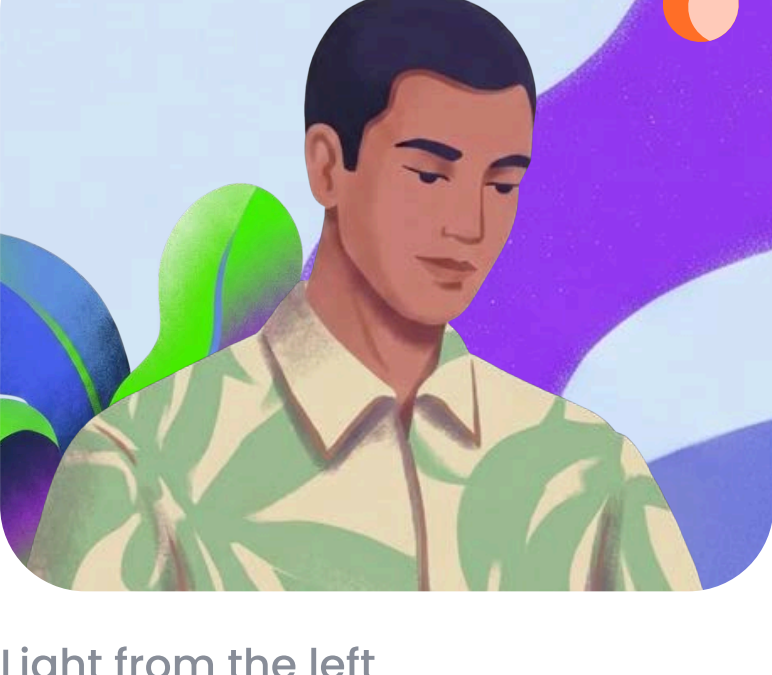
In illustrations, it's important to pay attention to where the light is coming from. Option one: light coming from the right, shadow on the left. Option two: light coming from the left, shadow on the right



Light from the left

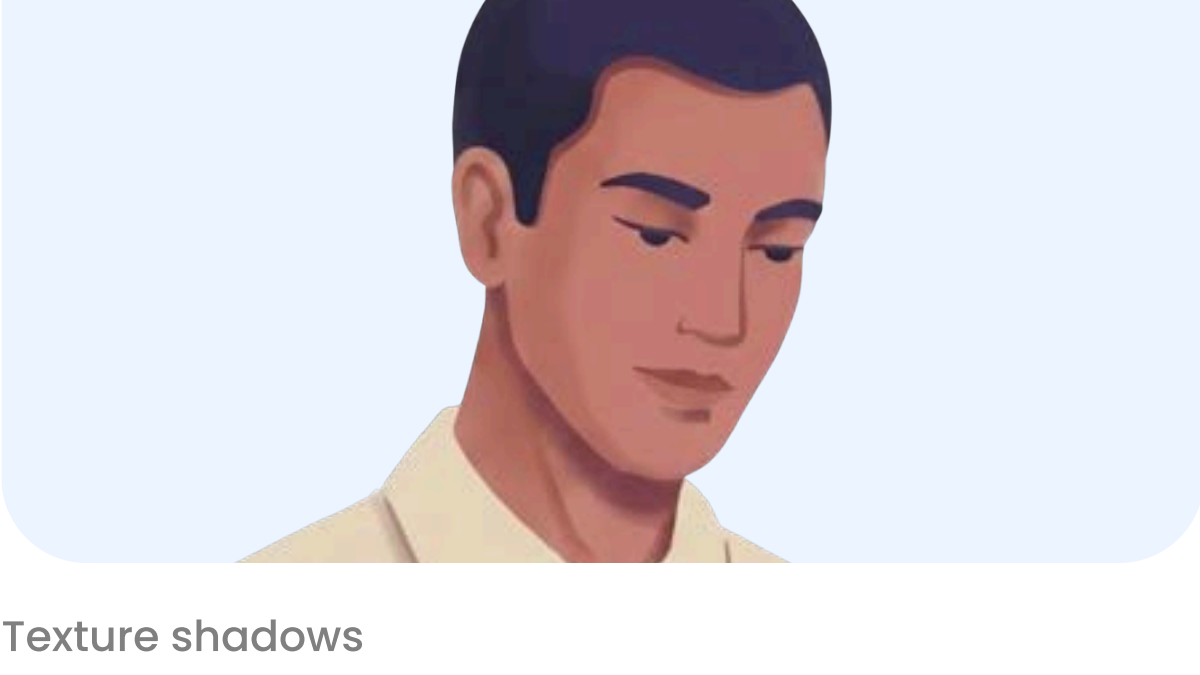


Light from the right

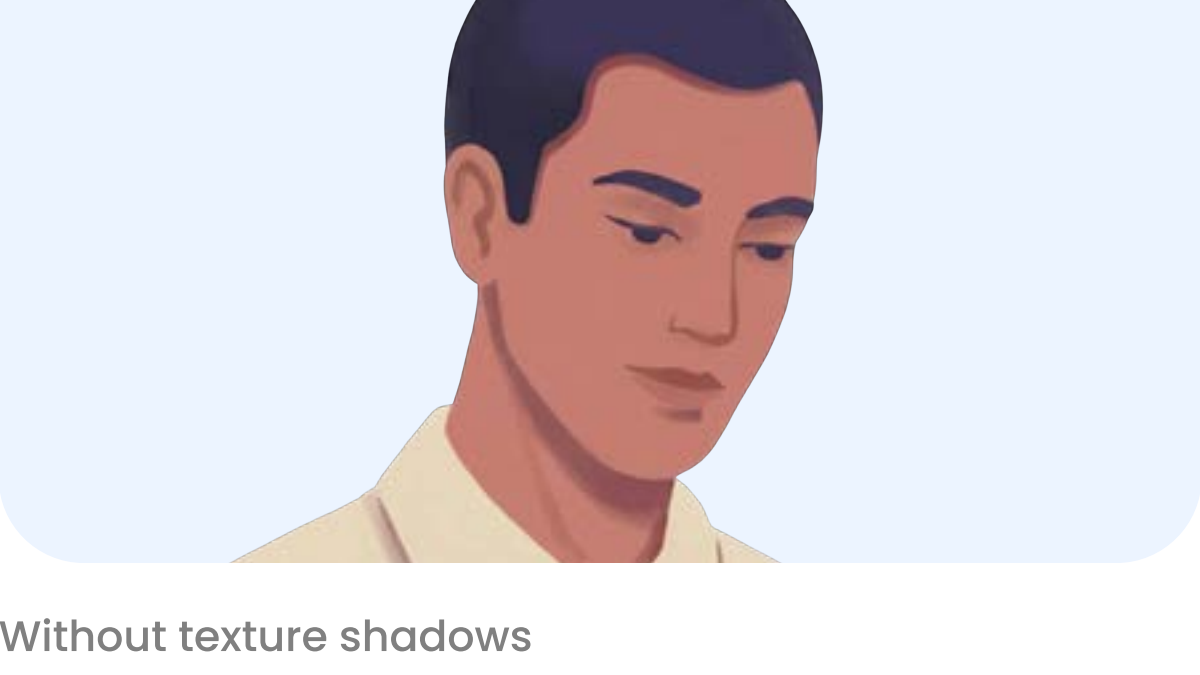


Light from the left

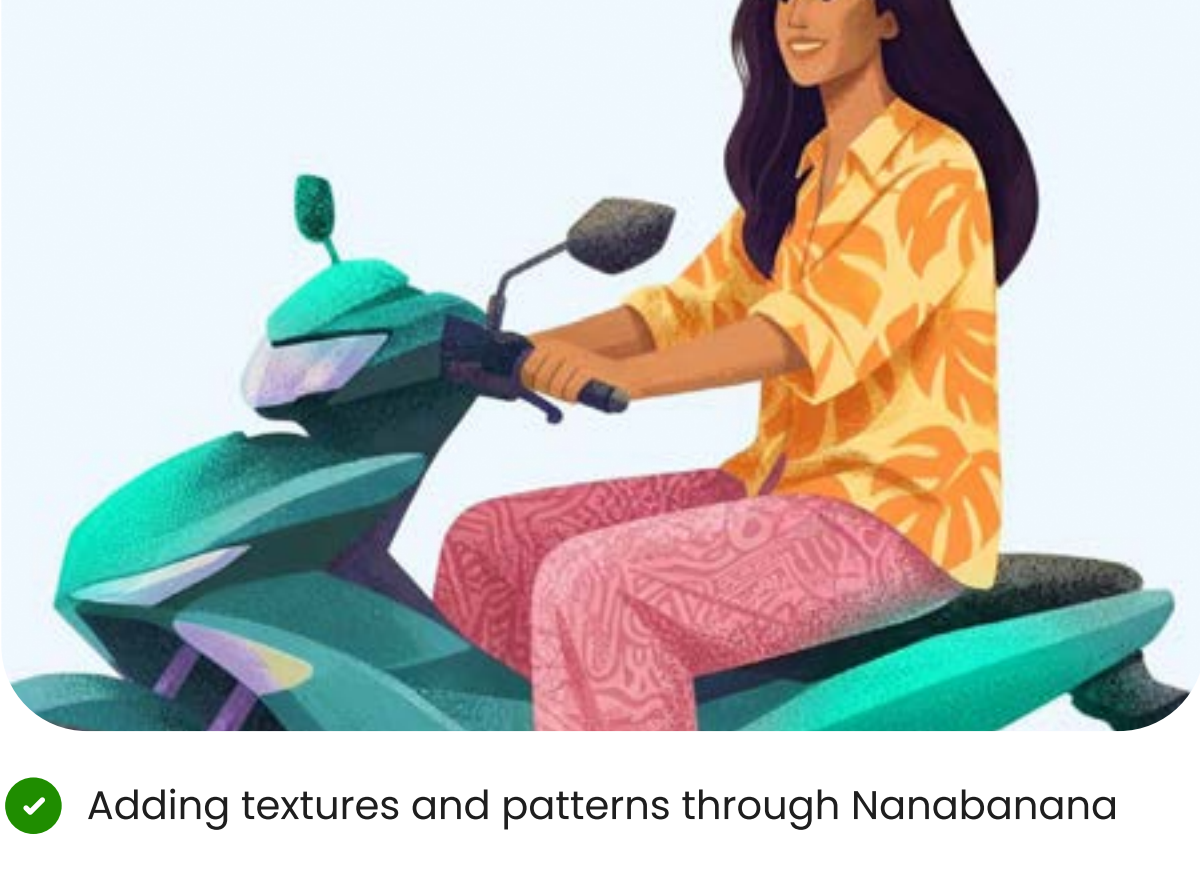
Make sure to maintain textured shadows within each illustration



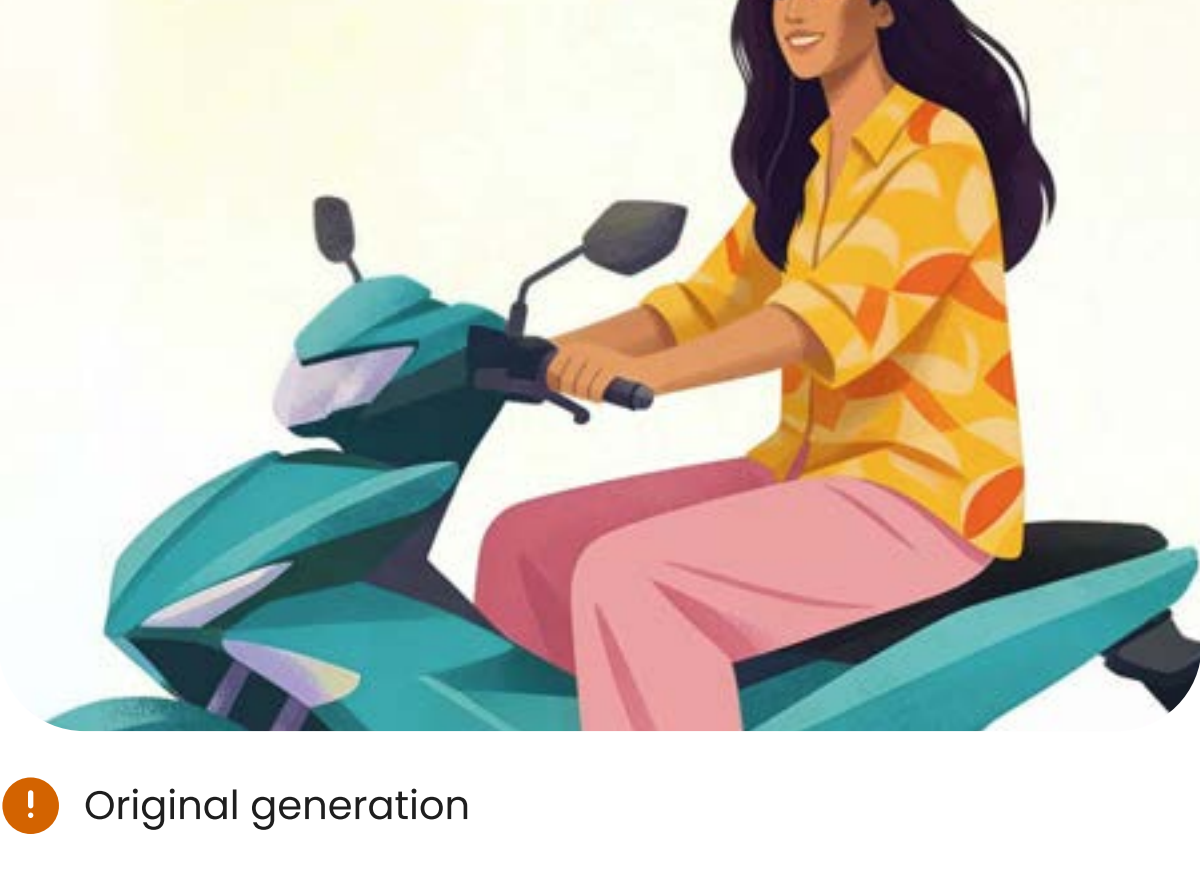
Texture shadows



Without texture shadows



✓ Adding textures and patterns through Nanabanana



! Original generation

## Components

An example of decomposing an illustration into the objects of which it consists is presented – only 4 elements (background, foreground, object, character)



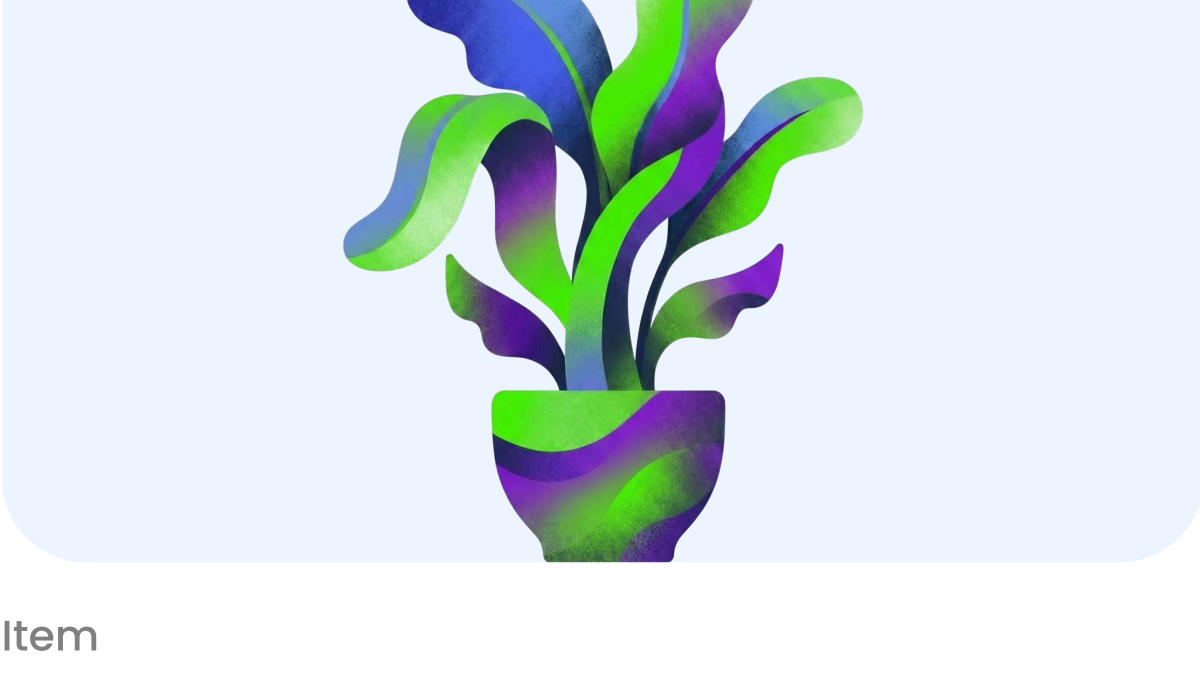
Full illustration



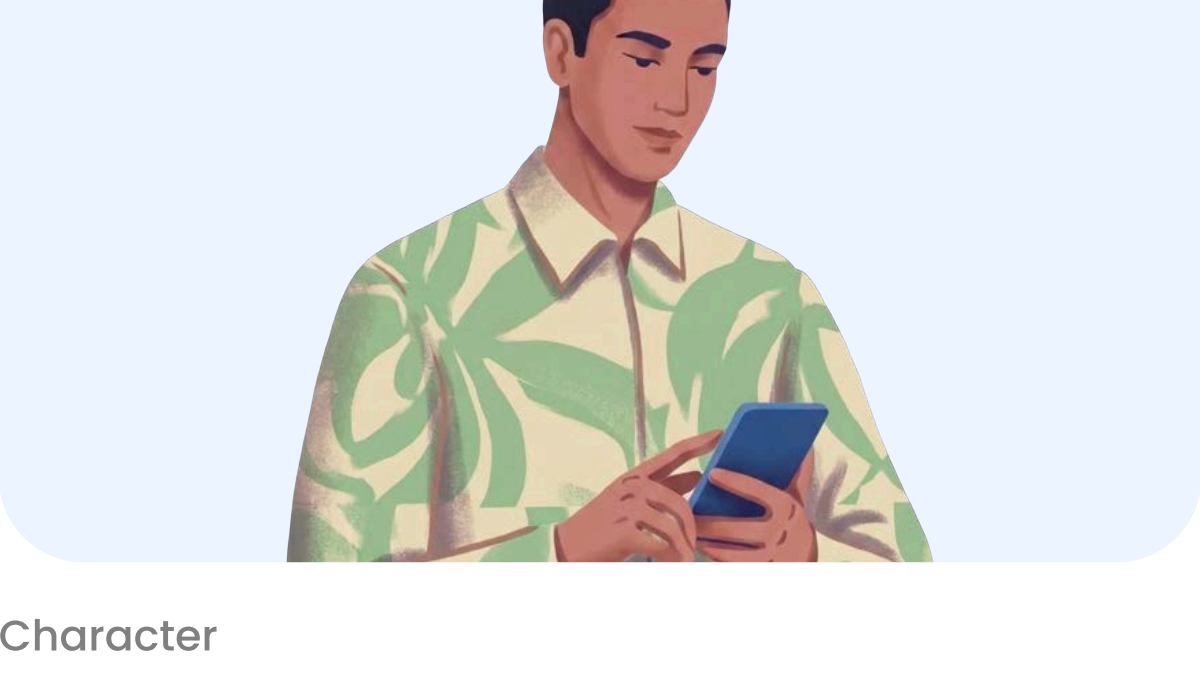
Foreground



Background



Item



Character

## Don'ts



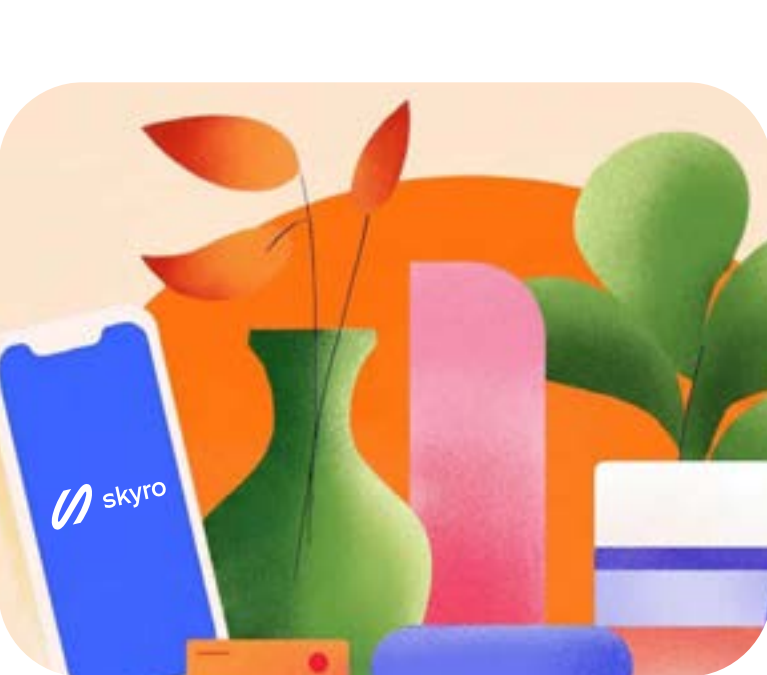
✓ The image of the person is out of keeping with the overall style



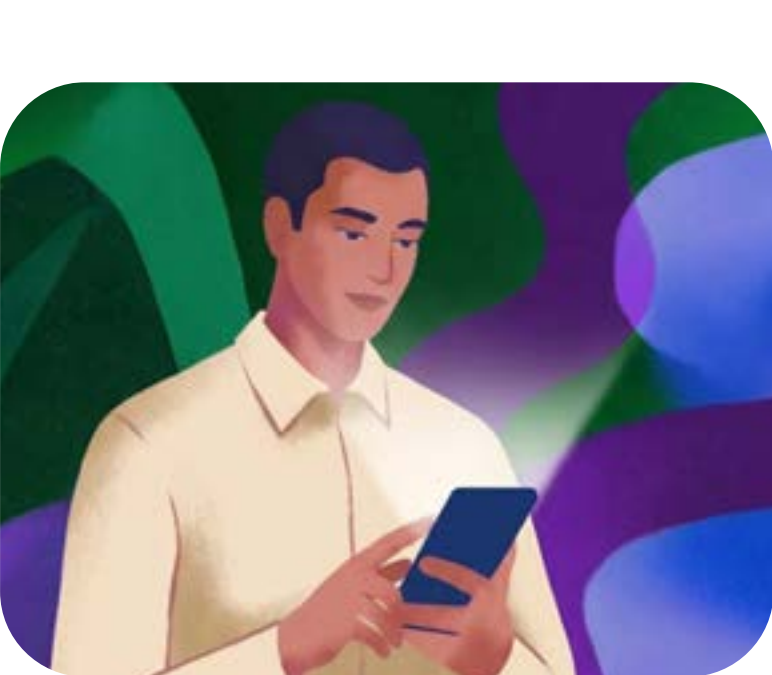
✗ The wave graphics don't fit the style. The waves should be less blurry and more coherent



✓ The patterns on the characters' clothing are too detailed



✗ The composition of objects does not fit the plot

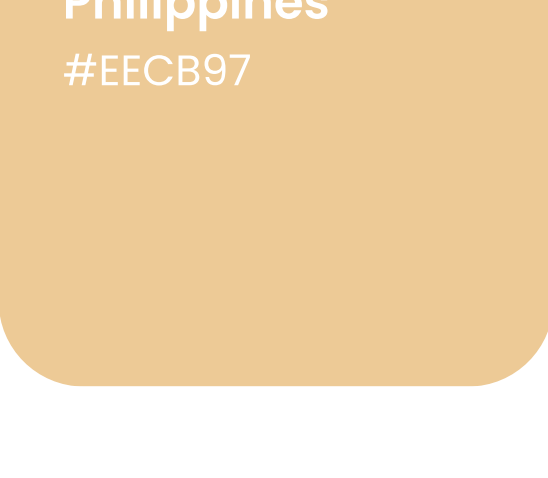
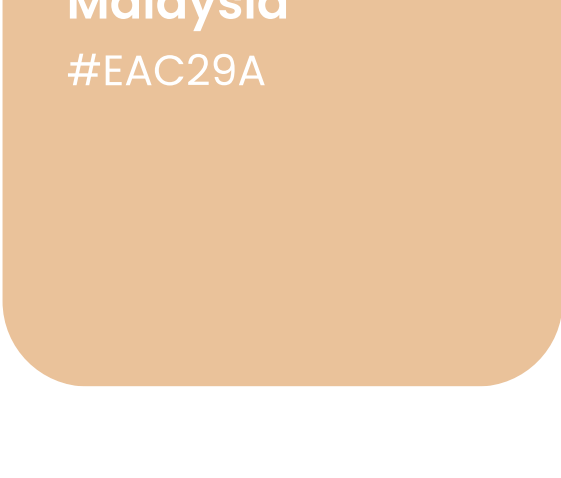
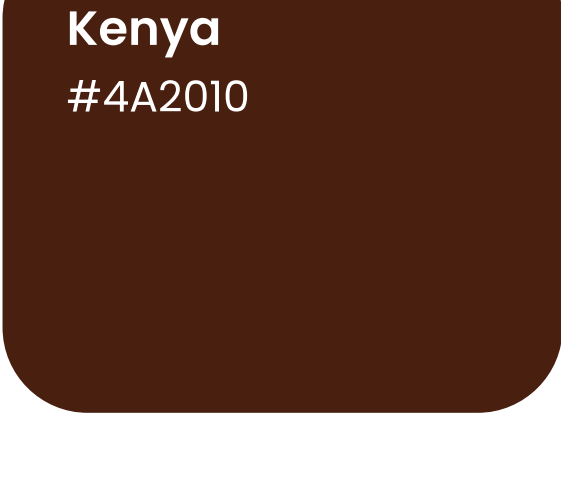
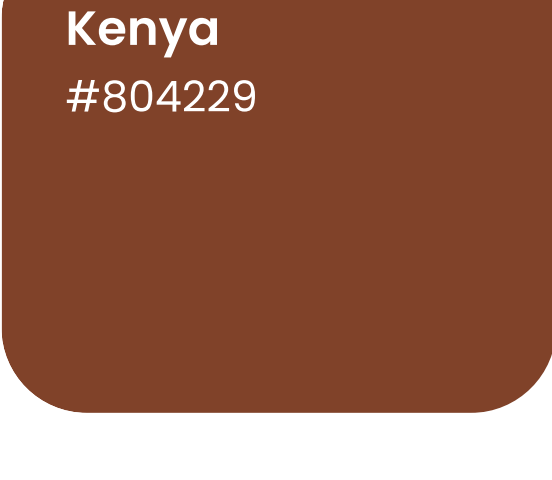


✗ The illustration uses shades that are too dark and not in style

## Color

### Skin

Skin colors may vary by region and target audience



### Gradients

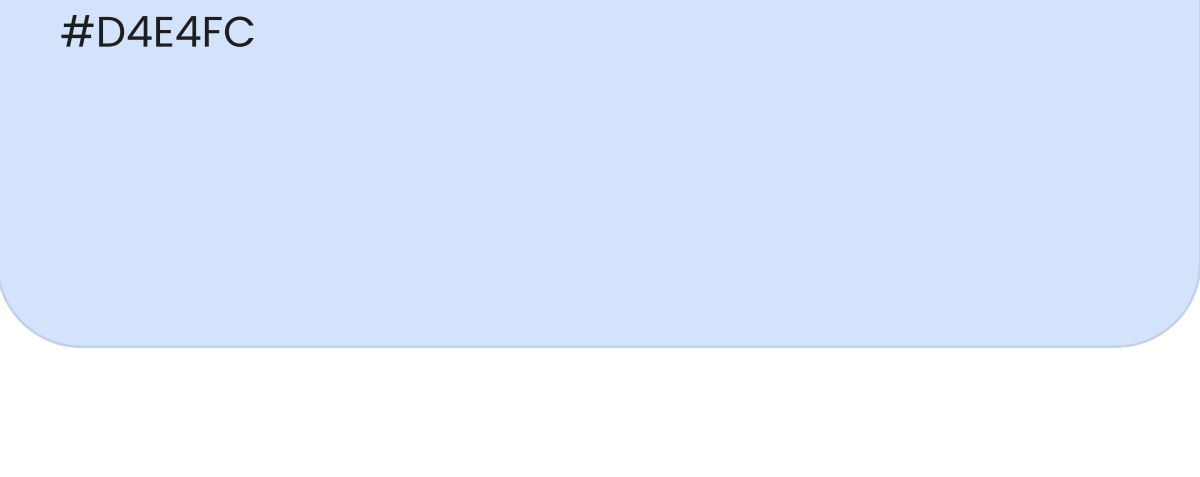
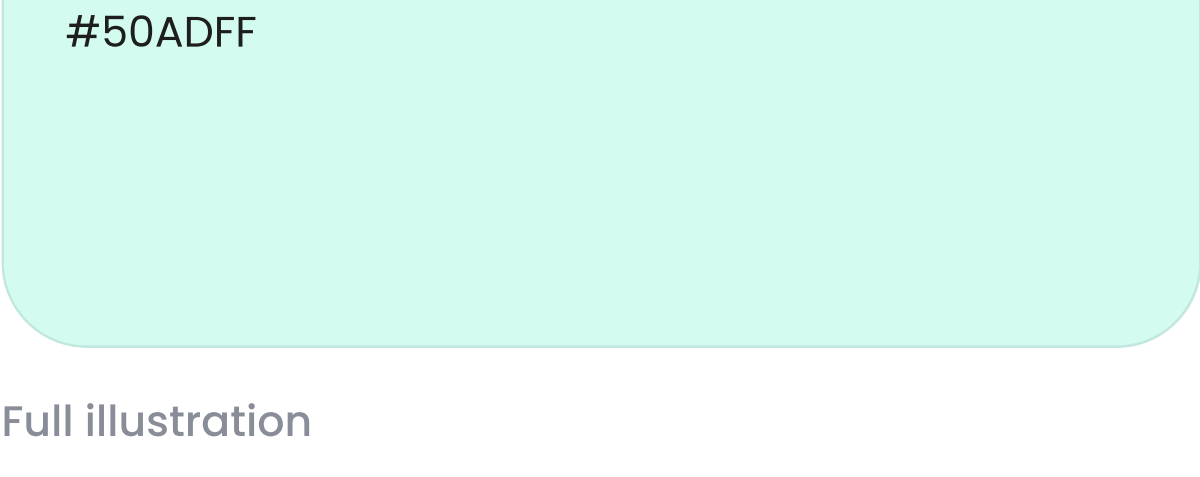
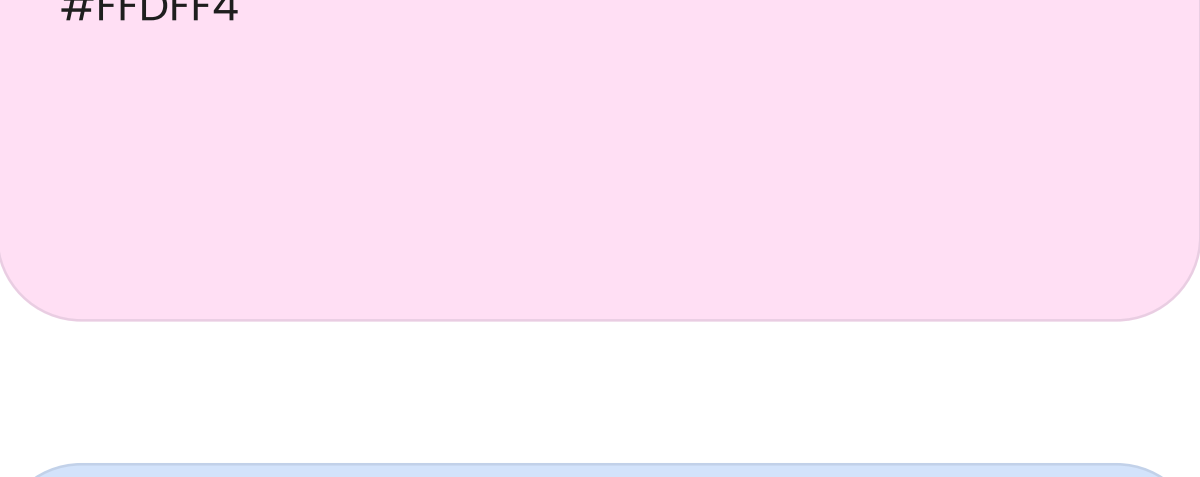
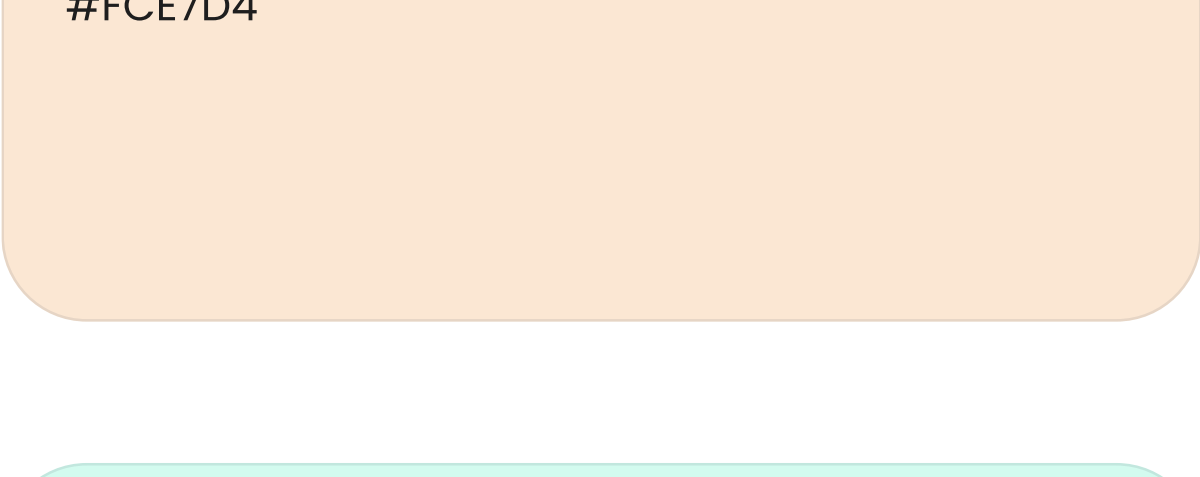
Below are examples of gradients



Full illustration

### Additional pastel colors

used as additional background and clothing



Full illustration



# Character illustrations

Illustrations should reflect diversity—different skin tones, appearances, perspectives, and emotions. This makes the visual language more vibrant and universal, not tied to a single image of a person.

The character's nationality changes depending on the target audience

 In global communications, try to use neutral attributes that are not tied to a specific country



## Angle

The character can be presented from various angles depending on the composition and the task set for the illustration. The main ones are presented below

  
3/4

  
Profile

  
Front view

## Emotions

Examples of the character in different actions and in different states in space

  
Neutral

  
Soft smile

  
Happy

## Poses

Poses can have varying degrees of dynamics

  
Calm

  
Dynamic

  
Sitting

  
Active

Female character

## Local

Examples of characters from different regions with characteristic features (clothing, appearance, objects) are presented

  
Malaysia

  
Saudi

  
Philippines

  
Kenya

Female character

  
Malaysia

  
Saudi

  
Philippines

  
Kenya

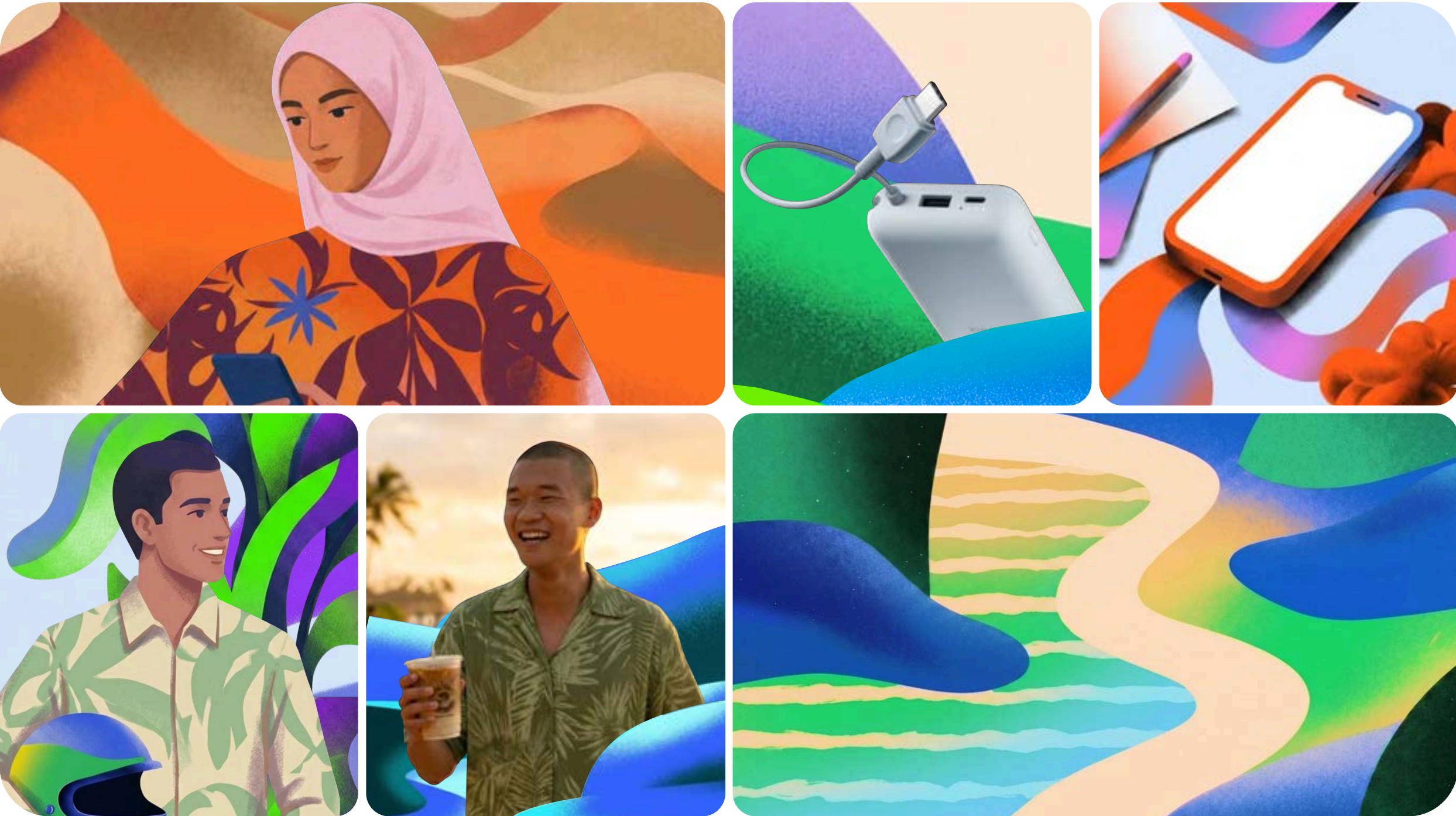
Male character



# AI-Workflow

Below is a mood board that can be fed to a neural network as a stylistic calibration

 This is a rough workflow for creating illustrations, not a rigid algorithm

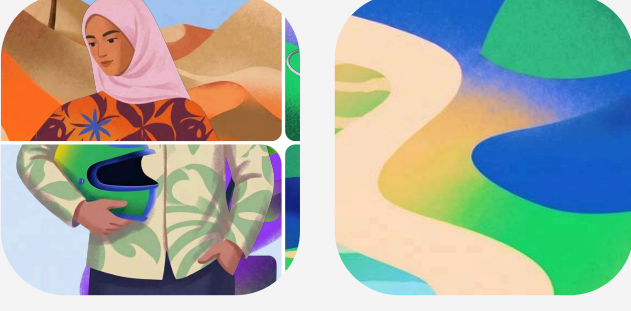


## Background

An example of the background generation process. Prompt + photo references



images



prompt

Create waves in the style of the moodboard from photos 1 and 2, using the colors RGB(210, 230, 246), RGB(133, 50, 241), and RGB(57, 90, 254).

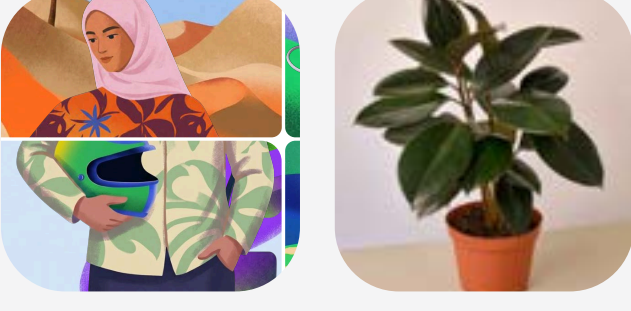
The text prompt was supplemented with an illustrative mood board and additional photographs

## Item

An example of the process for generating an item. Prompt + photo references



images



prompt

Make an illustration of a ficus tree based on [photo 2] in the style of a moodboard [photo 1]. Use the colors: RGB 57 90 254, RGB 139 92 255, RGB 68 244 4

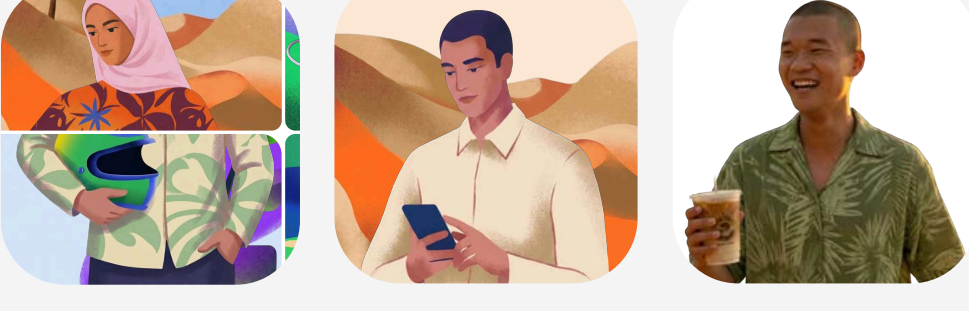
The text prompt was supplemented with an illustrative mood board and additional photographs

## Character

An example of the process for generating a character. Prompt + photo references



images



prompt

Make an illustration of a man from [photo 3] in the style of the moodboard [photos 1, 2]

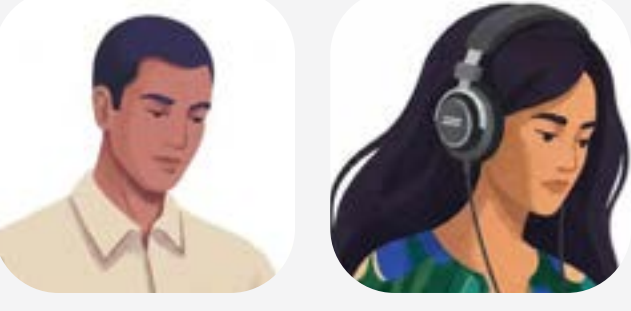
The text prompt was supplemented with an illustrative mood board and additional photographs

## Texture

An example of the process for developing texture in the illustrations



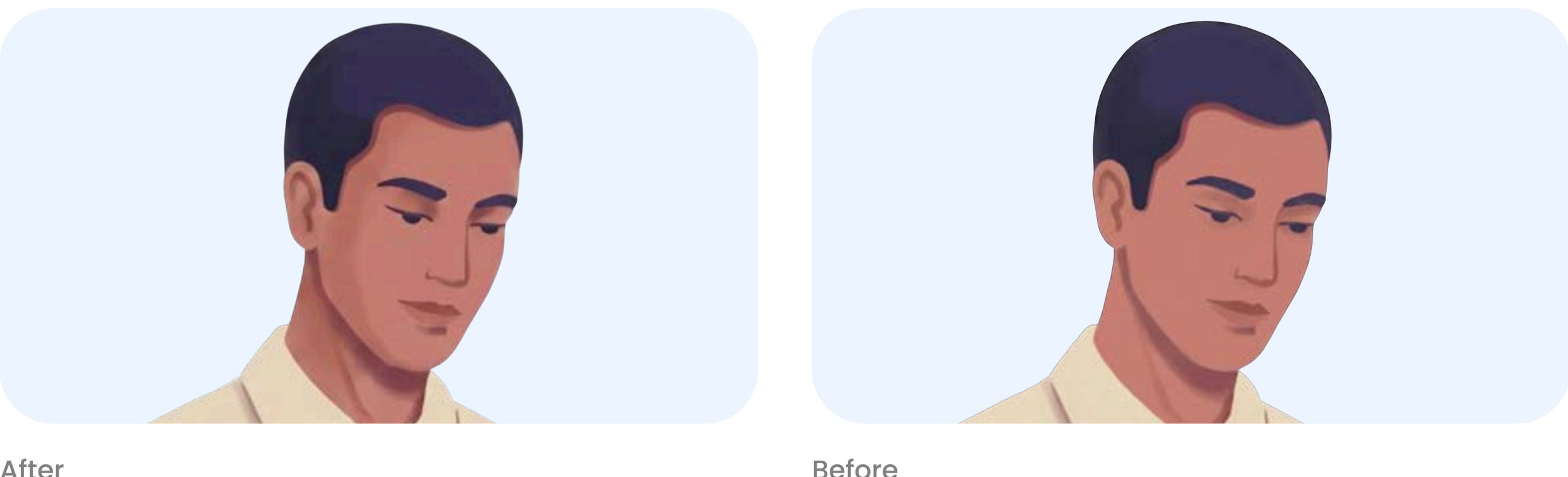
images



prompt

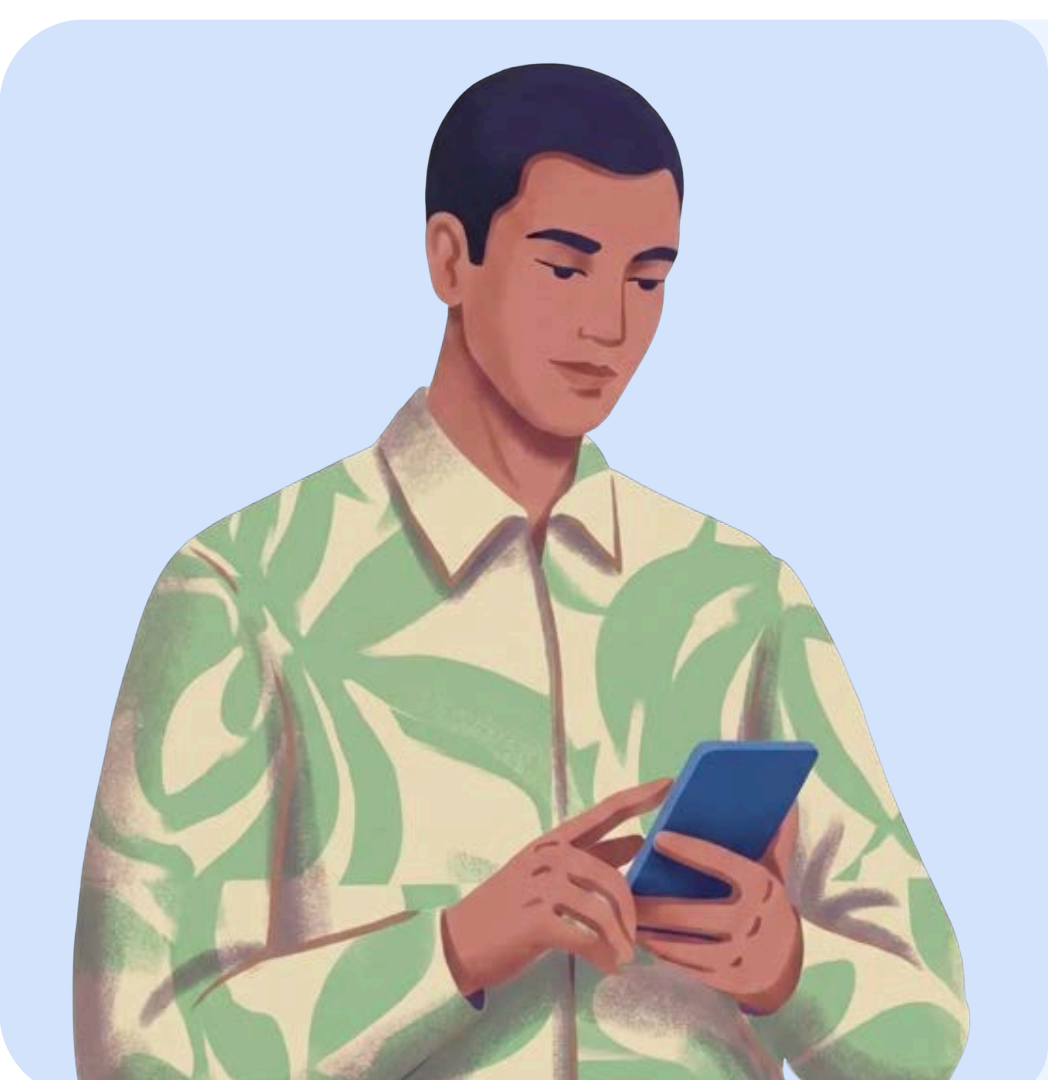
Add a texture from [photo 2] to the character, a small shadow should be visible

The text prompt was supplemented with an illustrative mood board and additional photographs

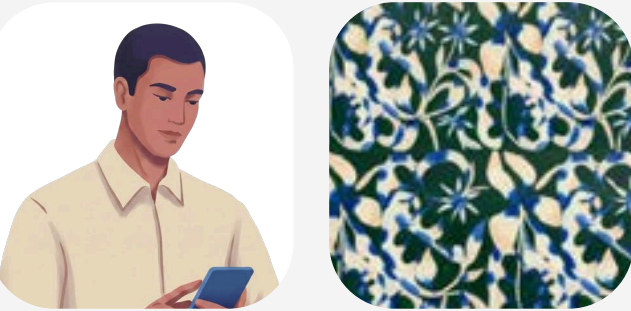


## Pattern

An example of the process for working out a pattern in the illustrations



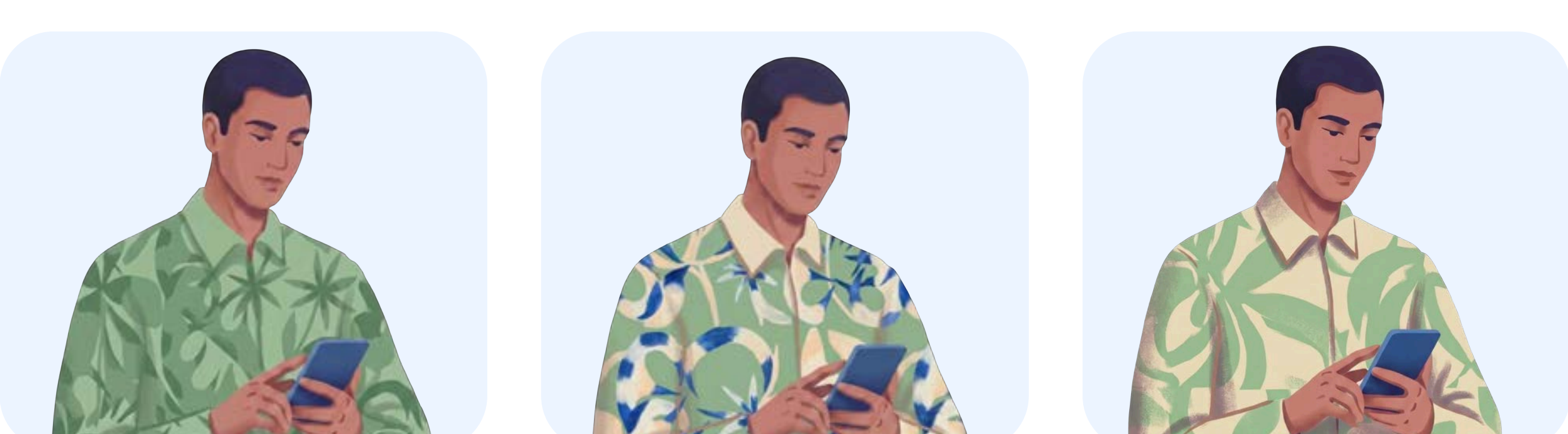
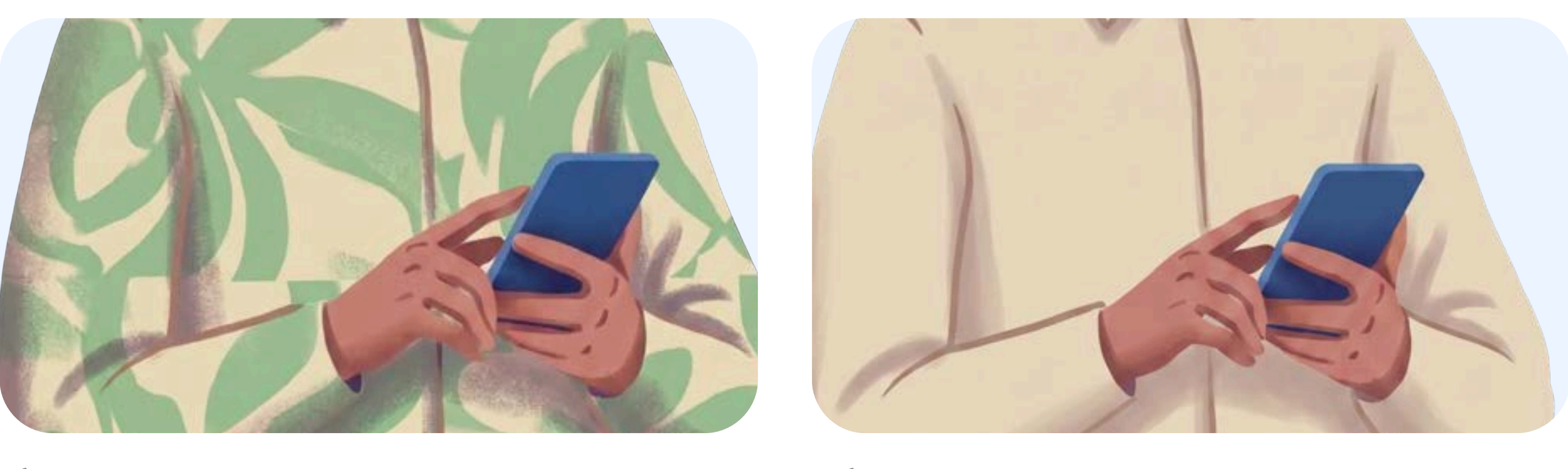
images



prompt

Add a pattern similar to the [photo 2] on [photo 1].

The text prompt was supplemented with an illustrative mood board and additional photographs



1. Change the pattern on clothes from this one to the abstract one from [photo 2] with large elements. Colors: RGB 143 180 138

2. Add more beige to shirt

3. Remove blue color



# Typeface

- Retail is used for headings
- Poppins is used for text

[Download fonts](#)

ABCDEFG abcdefg  
0123456  
7890.,?!@%&\*()\_

ABCDEFG abcdefg  
0123456  
7890.,?!@%&\*()\_

Retail

Poppins

## Main font

The Skyro brand font allows for the addition of alternative stylistic forms to the body of the typeface as needed. For example, the letter "a" has a two-part and a single-part version. The latter can be used in a wide range of texts, creating a more cohesive typographic block

Aa → Aa

Stylistic sets

Single storey a

—

✓

It is also necessary to take into account that when using uppercase type, it is necessary to align the height of punctuation marks using the “case sensitive forms” function

Middle of a lowercase letter

Anti-fraud

When typing, symbols such as quotation marks, dashes, bullets, etc. are configured for lowercase letters

Middle of a capital letter

ANTI-FRAUD

In caps type, additional characters should be raised to the middle of the capital letter's height

For small typography, the standard tracking of 0% is used. In cases of small font sizes, tracking can be increased to 2% if necessary

BANK

from 0% to 2%

To ensure readability of the text block, flexible line spacing is used for headings. This value can be adjusted depending on the number and density of ascenders and descenders, as well as the reference to the baseline. Values are expressed as percentages and range from 95% to 110%. It is important to maintain a sense of lightness in the typesetting

Buy it today,  
pay on your next  
payday

Buy it today,  
pay on your next  
payday

Line spacing 95%

Line spacing 110%

## Text proportions

For large headlines of 1-3 words, the ratio of large font size to logo is 2:1. The sizes of other text elements for such cases are shown on the slide.

skyro

Header 1

Subline 1

Legal 1

x

2x

x

0.5x

For large headlines of 4-8 words, the font-size to logo ratio is 1.5:1. The sizes of other text elements for such cases are shown on the slide

skyro

Header 2

Subline 2

Legal 2

x

1.5x

0.5x

0.25x

For large headlines longer than 8 words, the font-size to logo ratio is 1:1. The sizes of other text elements for such cases are shown on the slide

skyro

Header 3

Subline 3

Legal 3

x

1x

0.5x

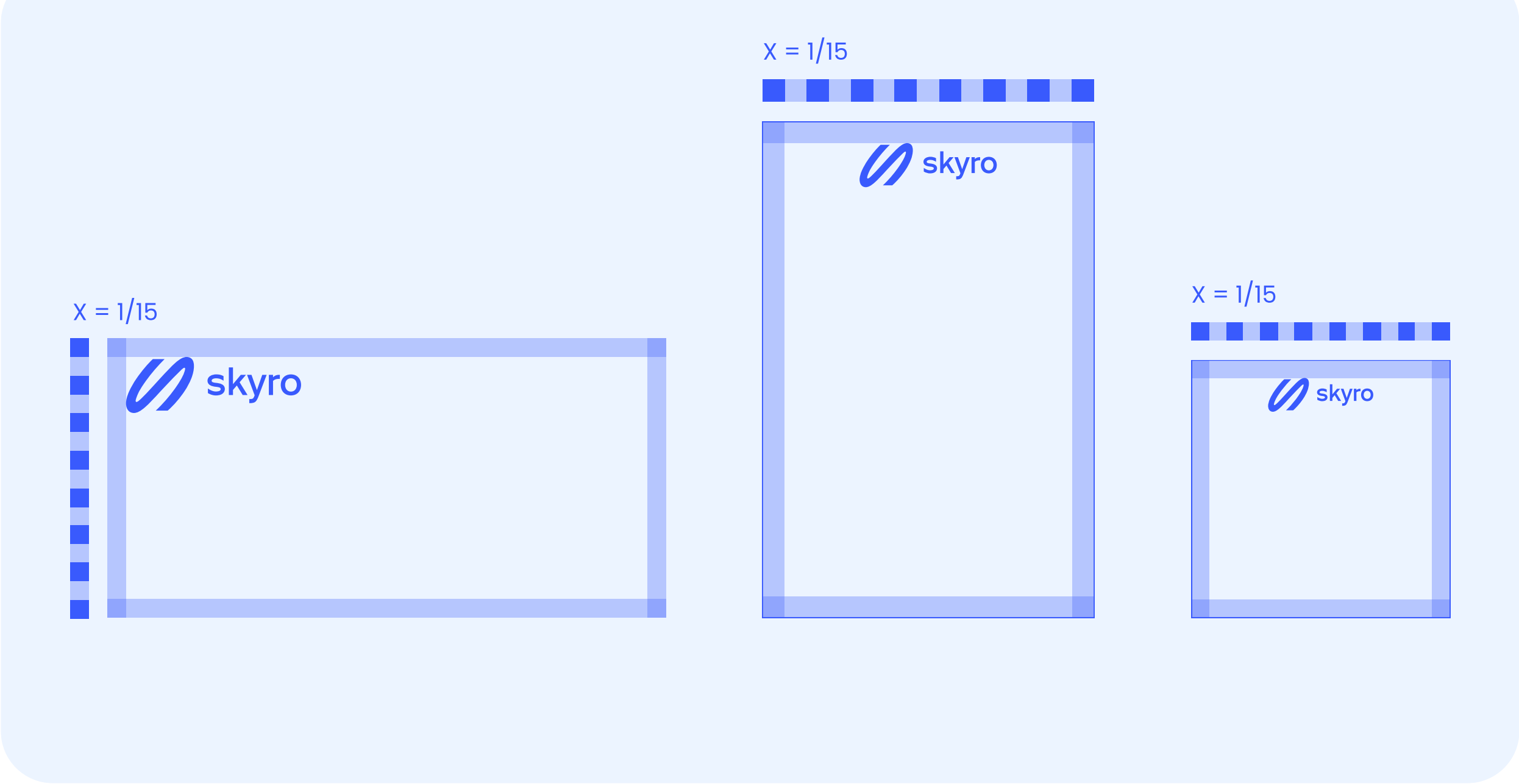
0.25x



# Layout

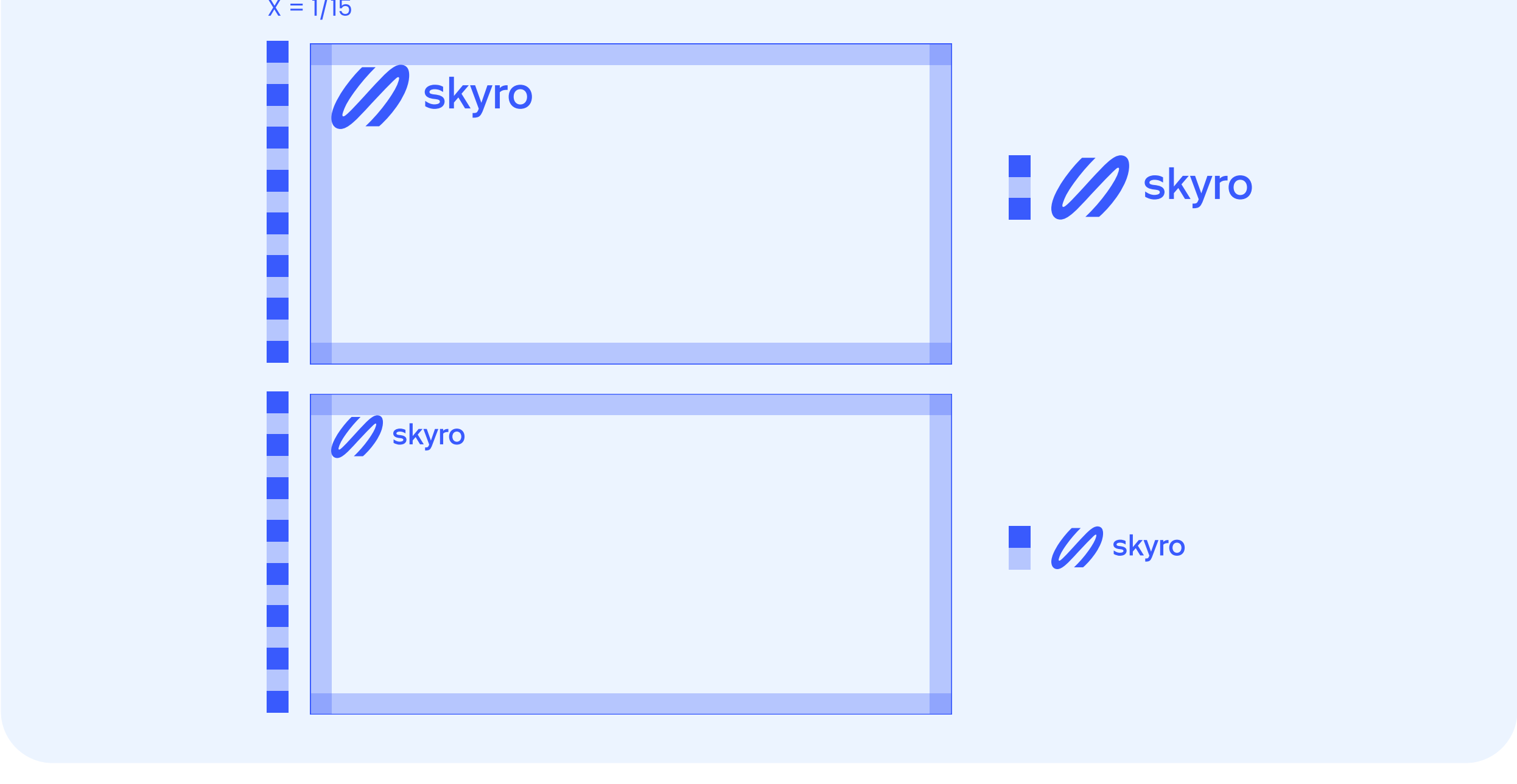
## Layout borders

The layout margin size is calculated from the narrow side of the format. The narrow side is divided into 15 equal parts—one part (1/15), designated as X, is used as the base margin size. This rule applies to all media, regardless of format and aspect ratio



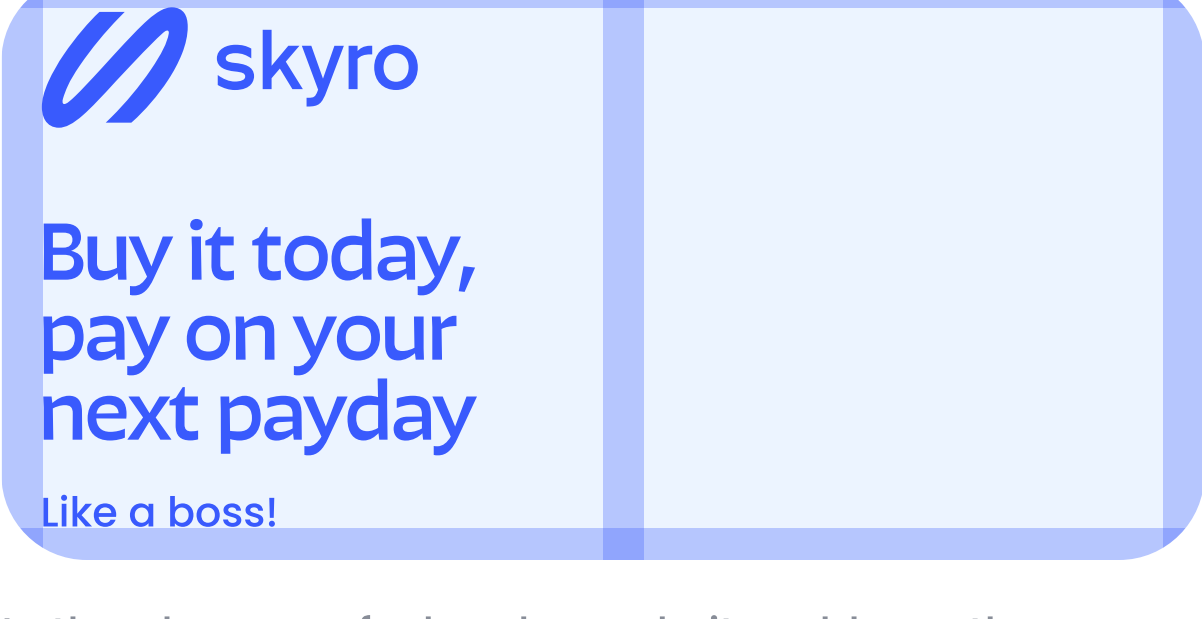
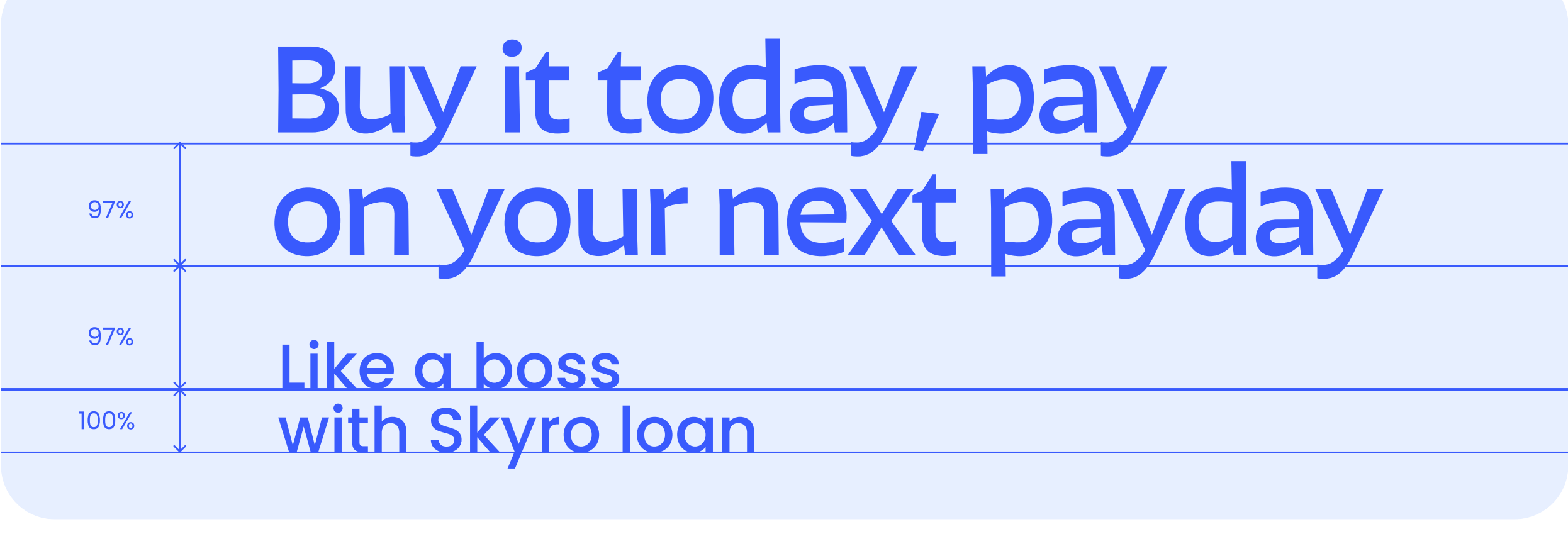
## Logo size

The logo's size is determined relative to the layout margins and can vary from 2/15 to 3/15 of the layout margins along the narrow side. The logo is placed in the top half of the layout—either centered or in the left corner—the choice of position is determined by the composition and format of the media

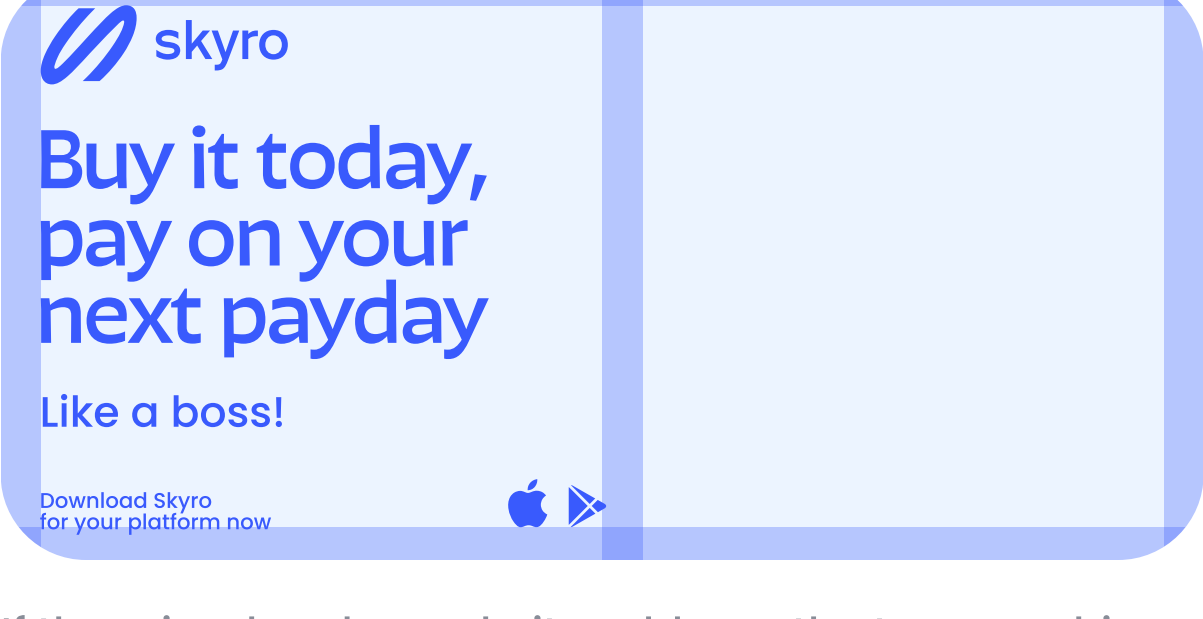


## Text Blocks

The line spacing between the last line of display text and the first line of typeset text is equal to the line spacing of the display text block

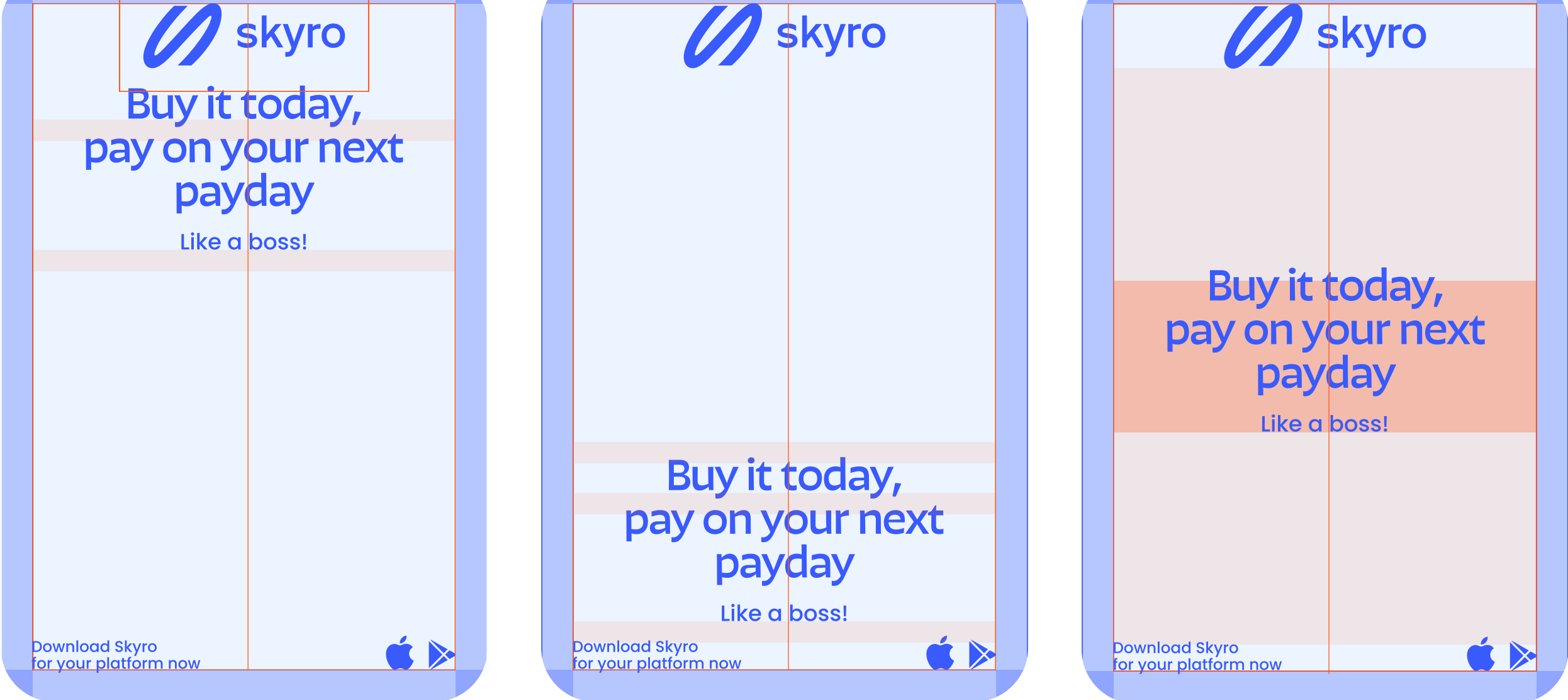


In the absence of a legal or website address, the typographic block is aligned to the bottom edge



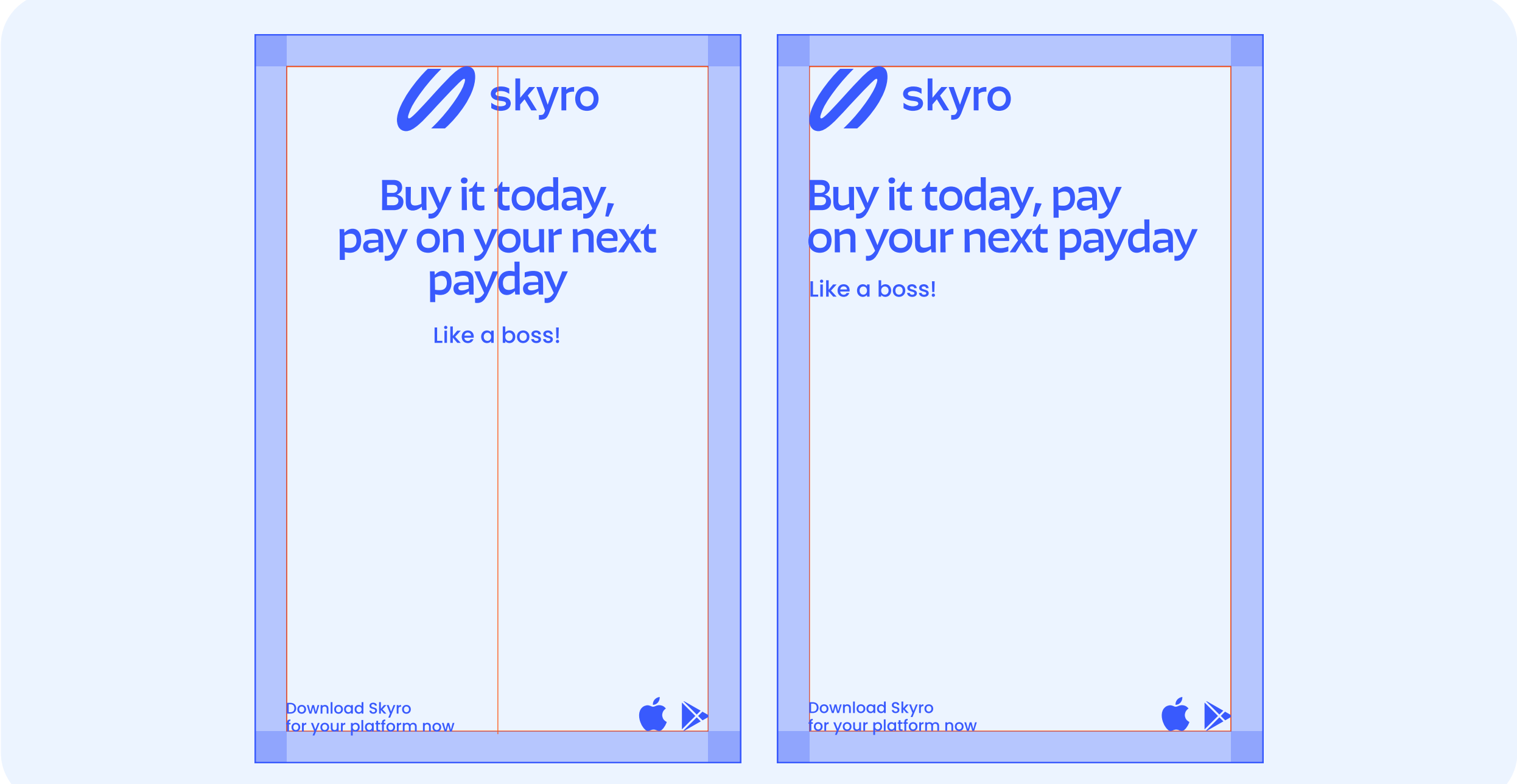
If there is a legal or website address, the typographic block is optically aligned with the center of the space between the logo and the legal

In vertical layouts, if there is a content section, the minimum indent from the logo to the text is equal to the logo's protective margin, and from the text to the content or legal margin, it is equal to the line spacing of the display typography



## Composition

Typography and logo can be placed either on the central axis or magnetized to the left edge of the layout

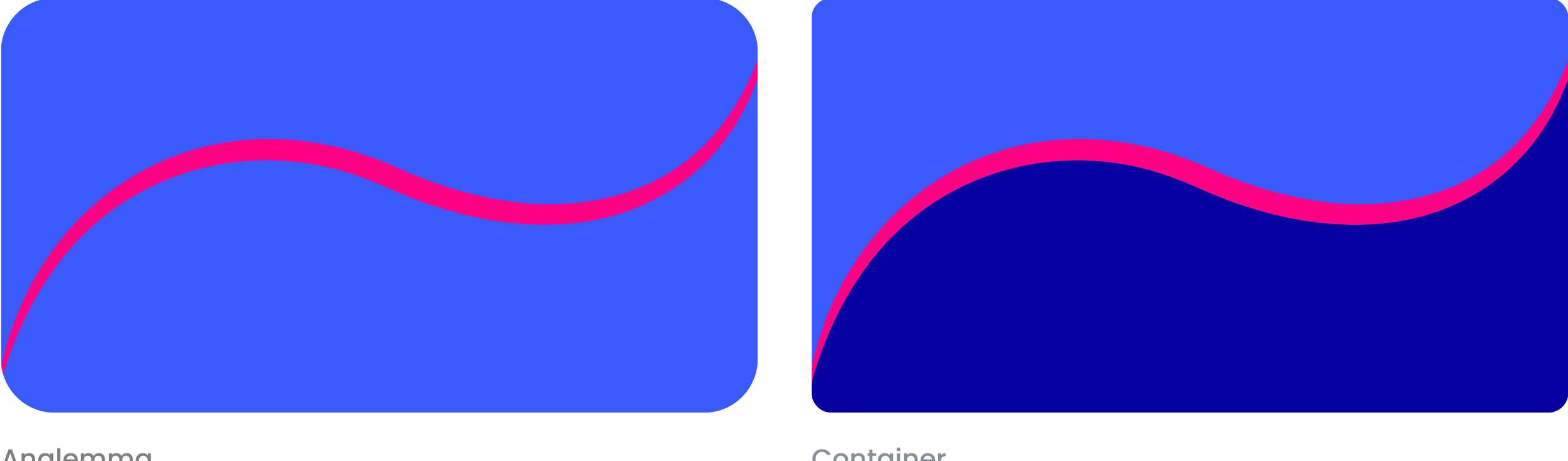


## Container

The container is used when it is necessary to demonstrate the principles of duality, preserve the background of the image and embed complex content into the layout.



The container is constructed from the analemma. The analemma divides the two parts of the content and is layered on the container



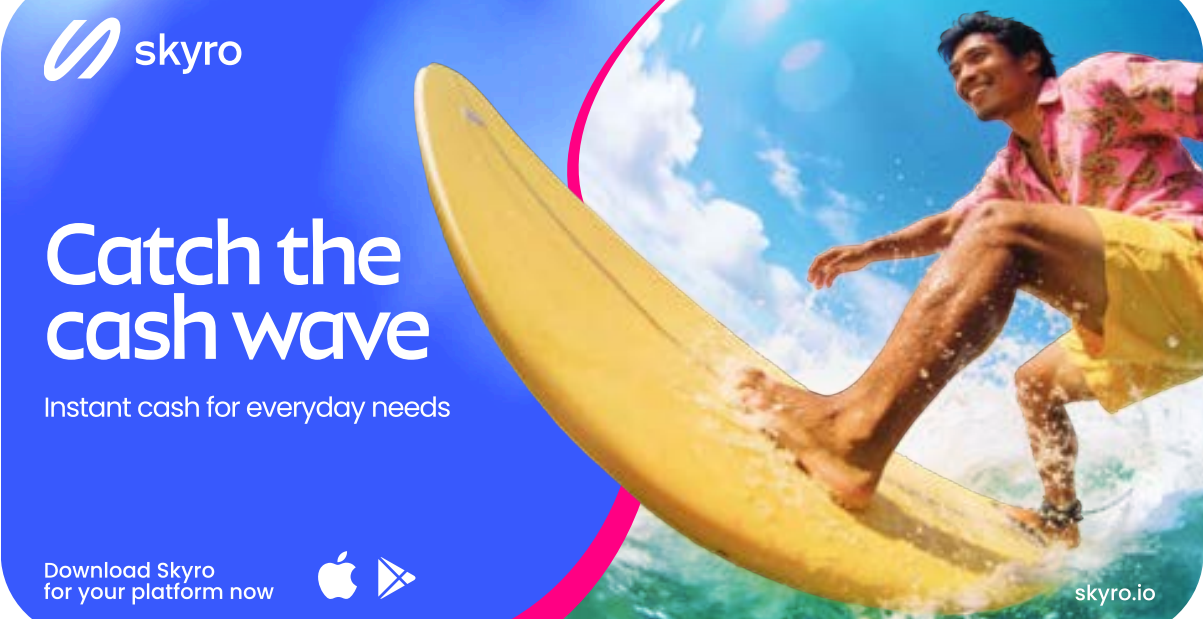
Analemma

Container

Content can be embedded into a container either entirely or with external elements



Either entirely

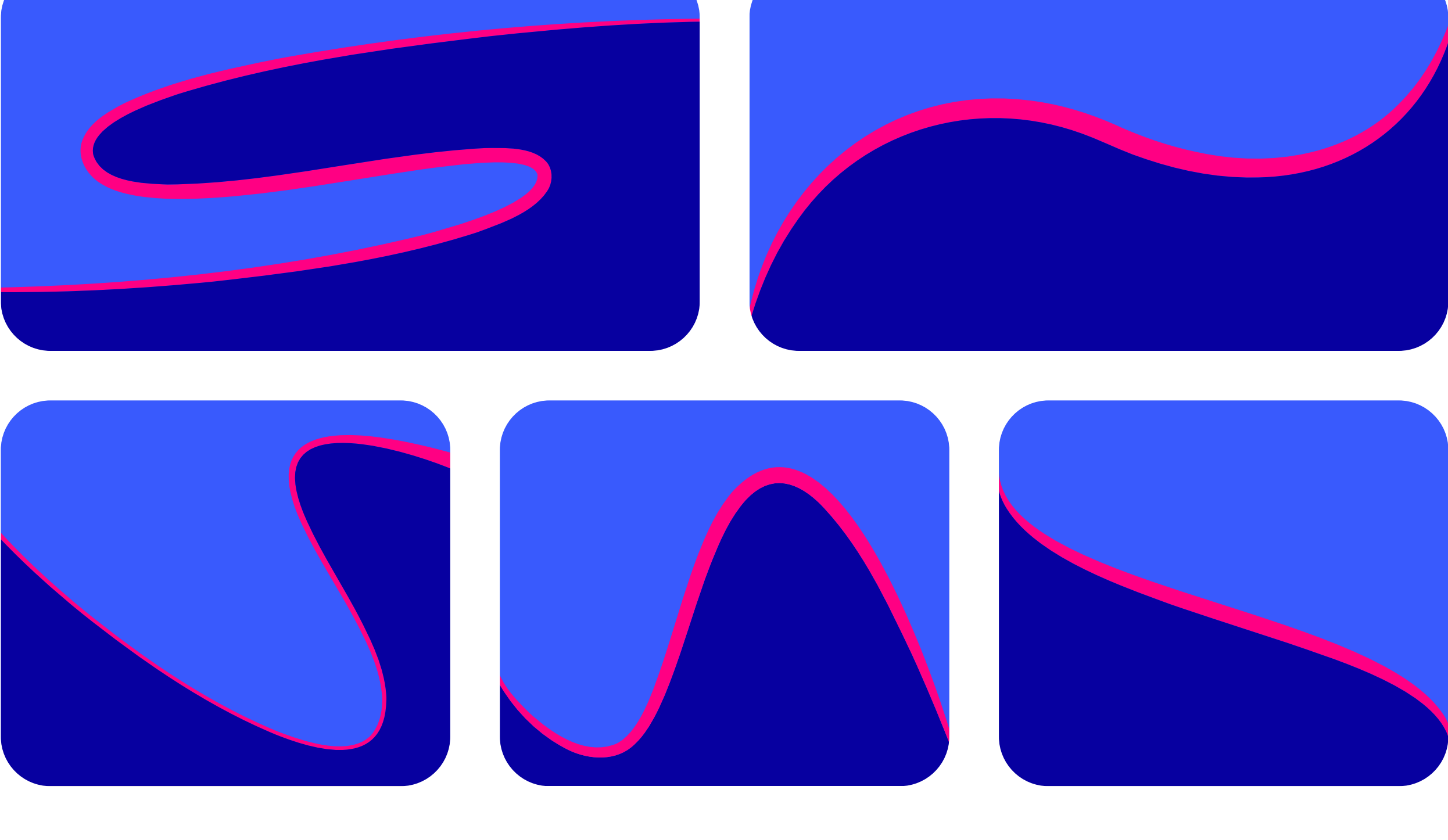


With external elements

## Template

You can use the container templates shown below or create your own. The main thing is that they are built according to the analemma principle

[Open in figma](#)

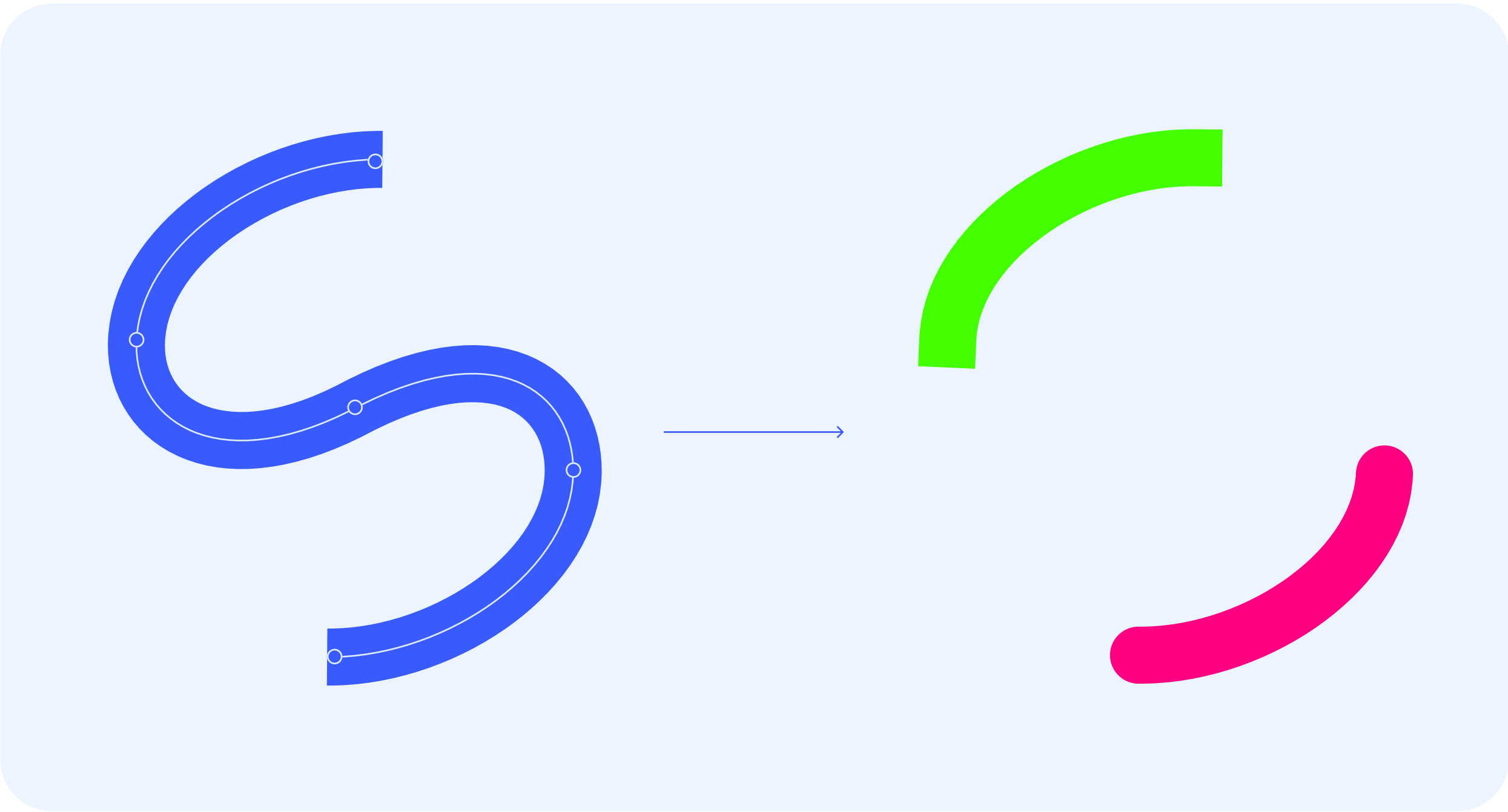




# Offer claims

## Linear claims

Offer claims originate from the plasticity of the letter S

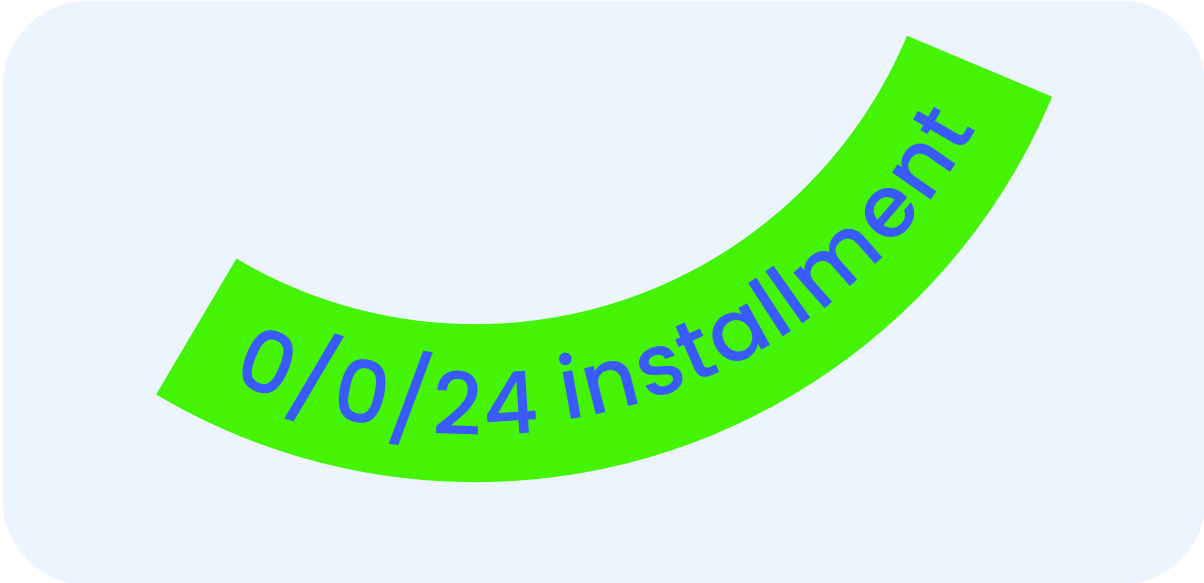


The text is aligned to the center relative to the typesetting axis, the text height is taken as x



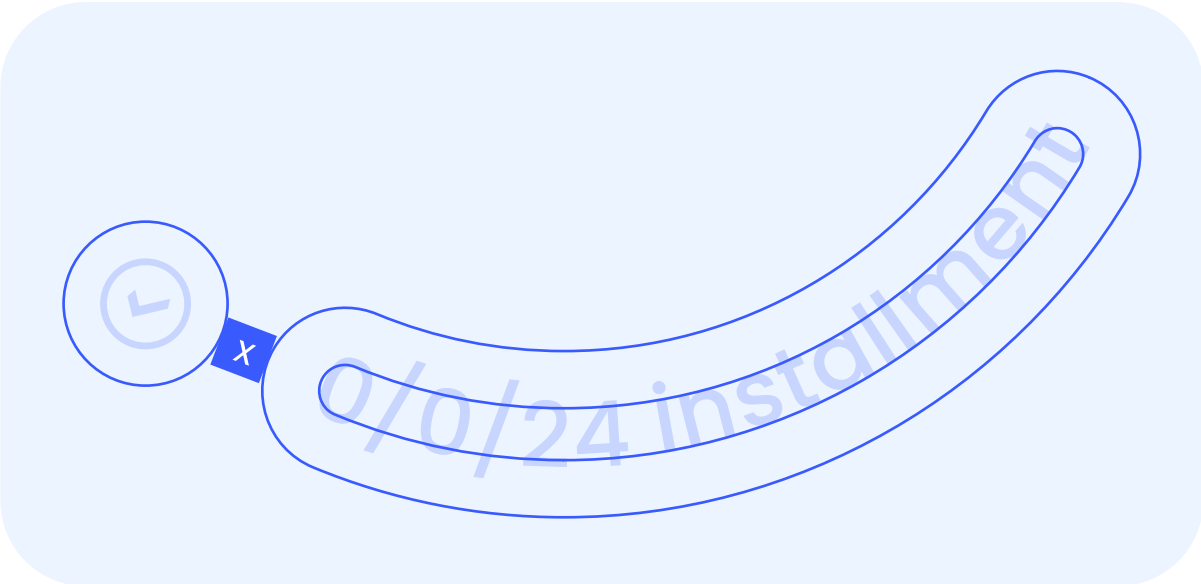
Indents from typography at a distance of 1.2x form a box on which the text is located

The edges of the plate can be either rounded or square depending on the task

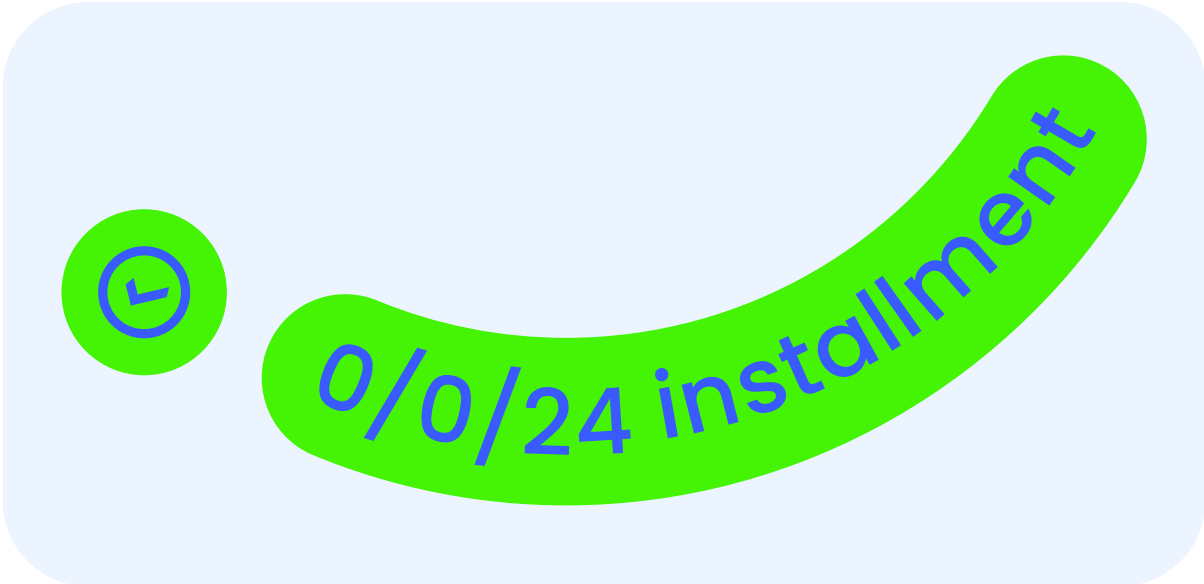


A more complex design, in which offer marks can be collected in a "line-icon" system, is built on a similar principle, the only difference is in the indents: in the bubble with the sign, the indent is equal to x, between elements the indent is also x

In this case, the edges of the plate can only be rounded



Design



Final

## Rounded claims

Another type of offer labels are round bubbles.

The security field inside the bubble is equal to 1/4 of the radius of the circle, the remaining space is filled with information uniformly



Design



Final



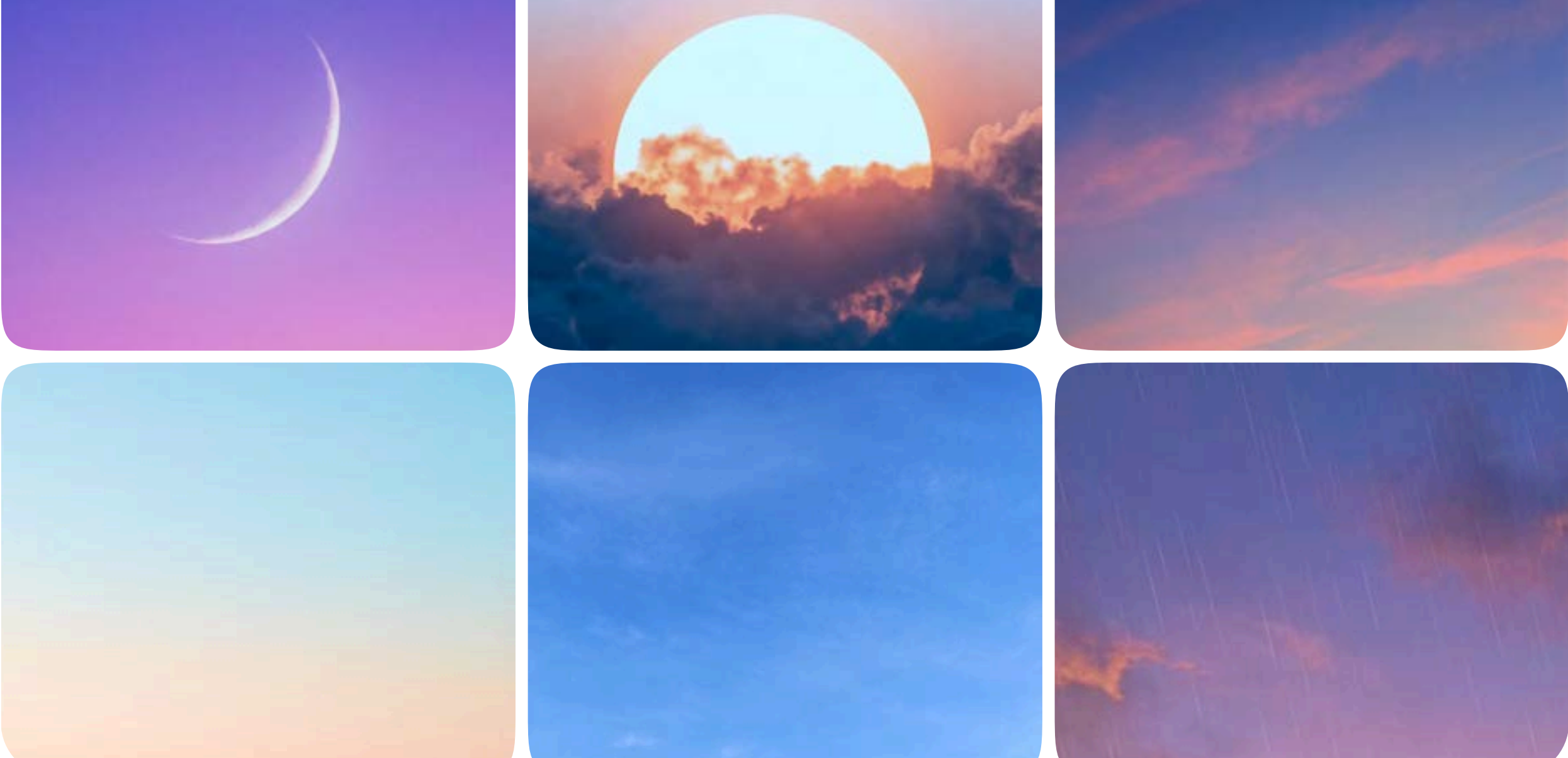
# Photo

Skyro's photo style should be emotional, people-oriented, and maintain the principles of naturalness and dualism

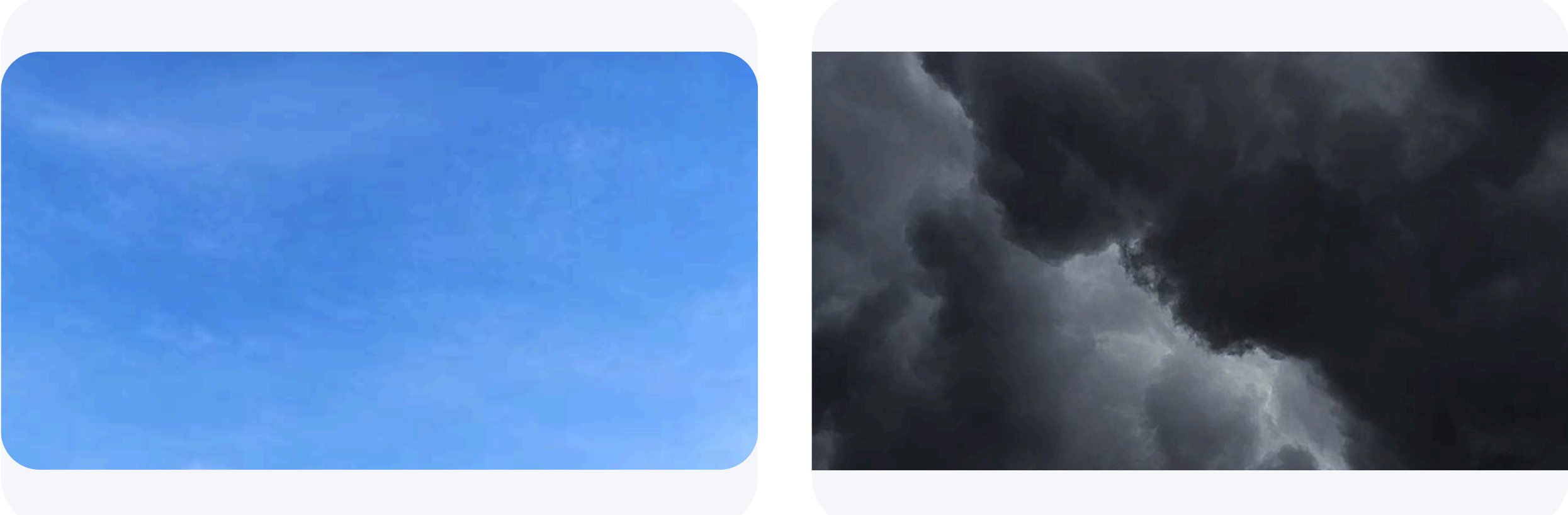


# Sky

Sky photography is often used as one of the Skyro brand constants



It is important that the sky is not dark, active and noisy and must contain blue color

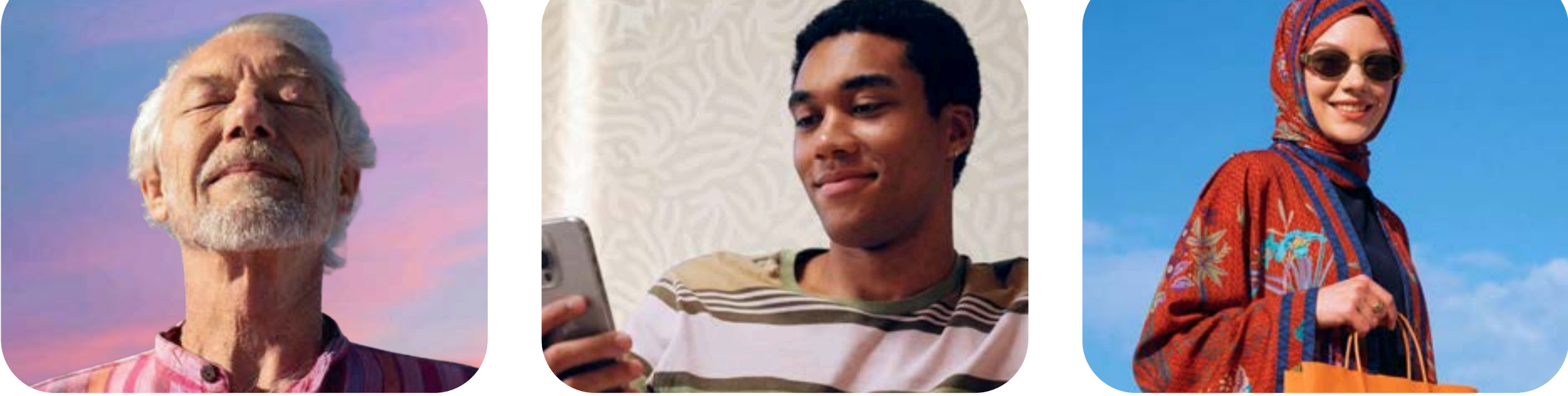


✓ Right

✗ Wrong

# Emotions

Much attention is paid to people's emotions: there is a clear gradation from a calm state to an enthusiastic one



Calm

Happy

Enthusiastic

# Cloth

It is necessary to pay attention to the clothes of the characters: it is important that they are bright in color or consist of patterns to avoid a feeling of blandness



✓ With pattern

✗ Without pattern

# Environment

Just like with clothing, it's worth paying attention to the surroundings in the frame: it's important that the frame is filled with various objects and is lively; a white background doesn't give that feeling



✓ With details

✗ Without details

# Stories

## Everyday situations

These photographs depict everyday situations in which people help their family members: shopping for clothes, toys, groceries, and paying for education. However, the shopping process isn't the focus of the story; the result is the focus



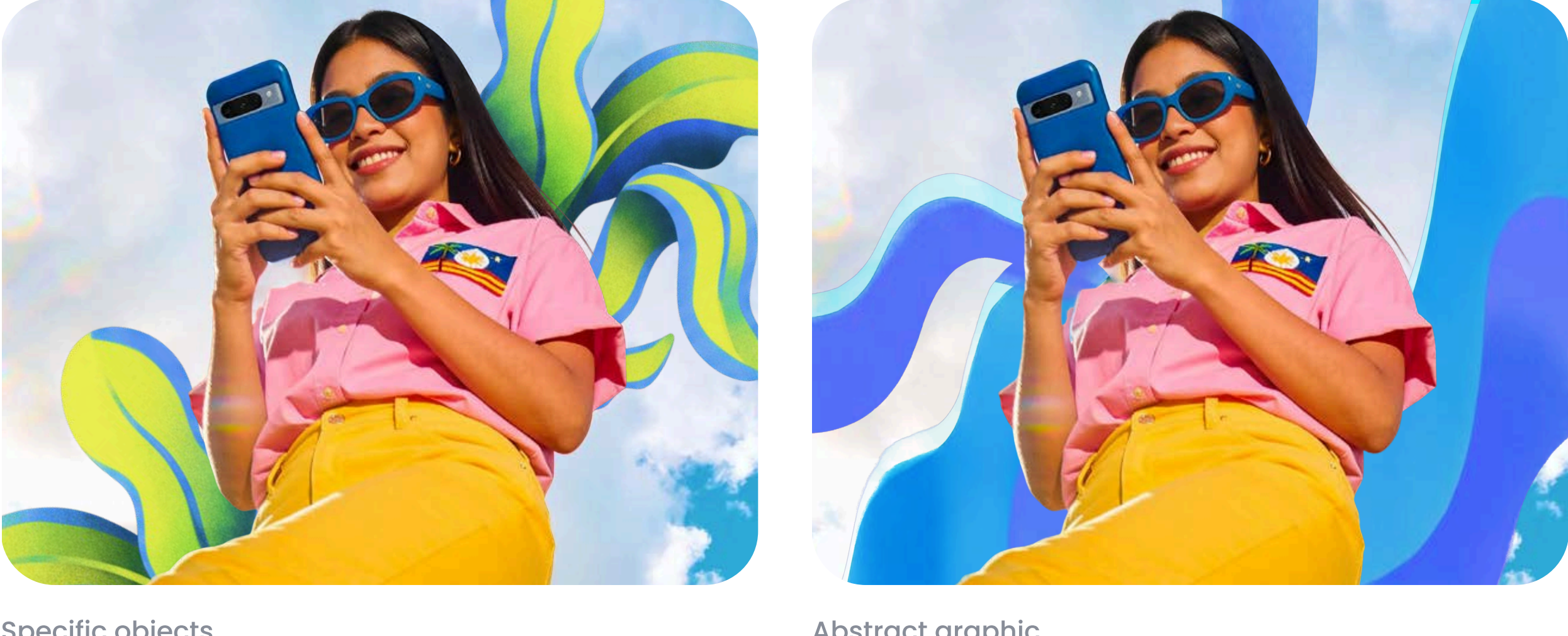
## Purchase

In these stories, we focus on products purchased through Skyro, such as phones, scooters, bicycles, and others



## Business

The stories feature characters from small businesses who were able to order new supplies, purchase profitable transport, or purchase work equipment using Skyro products



Specific objects

Abstract graphic

# Dont's



✗ Models wearing revealing clothing

✗ Stock photo



# 3d-style

The main metaphor of 3d style: the feeling of a frozen moment, as if a flash had just clicked in the scene and captured the perfect “now.” Global-style 3d scenes should reflect the universal way of life and natural phenomena that everyone could experience.

[Download 3d-scenes](#)



## Scenes

The basis of the style is working with minimalism and empty space in everyday and natural scenes. Compositions and 3D objects should be realistic, natural, but at the same time digitally clean; they should not have complex shapes, noisy textures and details, and should also be considered a viewer the first time.

An example of natural phenomena: water caustics, morning rain, a walk along a hilly path, fog, and so on. An example of everyday scenes: grocery shopping cart, cleaning, washing dishes, buying new items, etc.

## Composition

The composition should be natural: all objects retain their real dimensions, relationships and interactions with each other.



✓ All objects are the real size

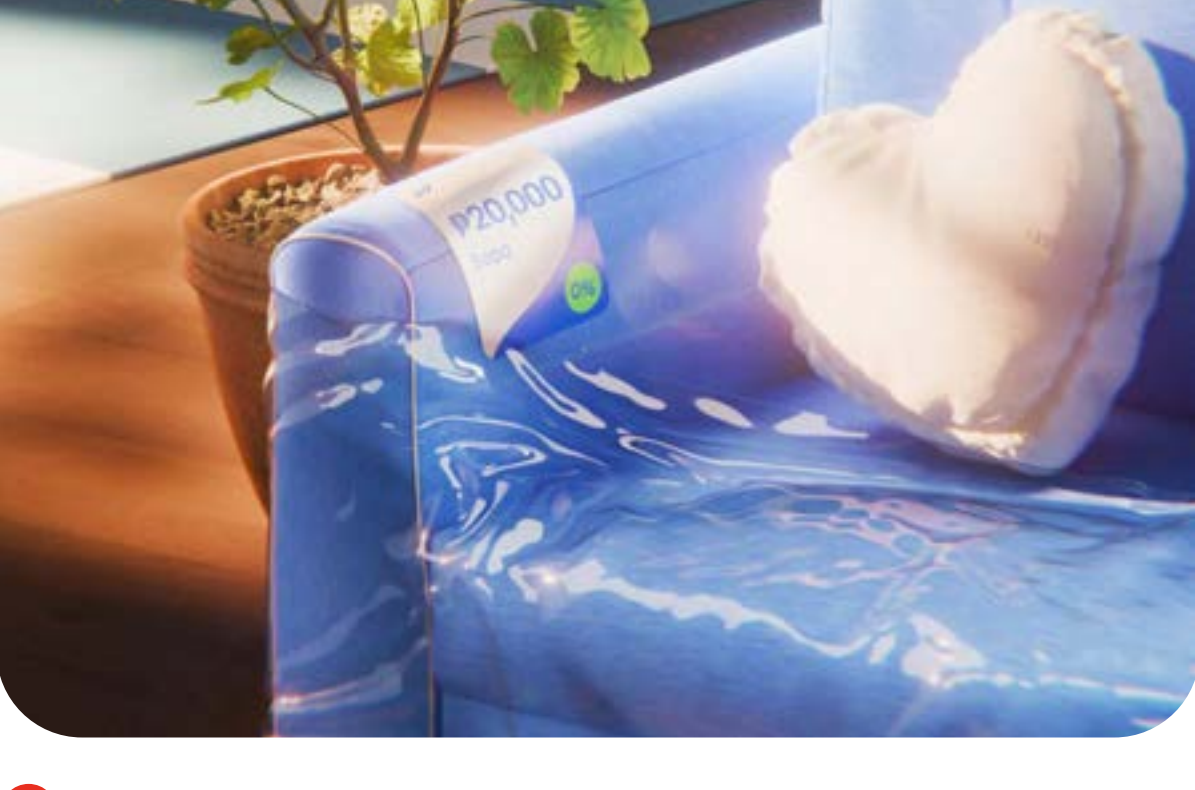


✗ Unrealistic difference in the size of objects

The basis of the composition is working with empty space, the scene should be minimalistic and clean.



✓ Minimalistic scene



✗ A lot of unnecessary objects in the scene

## Dynamics

The dynamics and mood of the scene can change depending on the location, making it more calm or dynamic. It is important that the dynamics reflect the overall mood of the scene and work in the layout.



✓ Calm

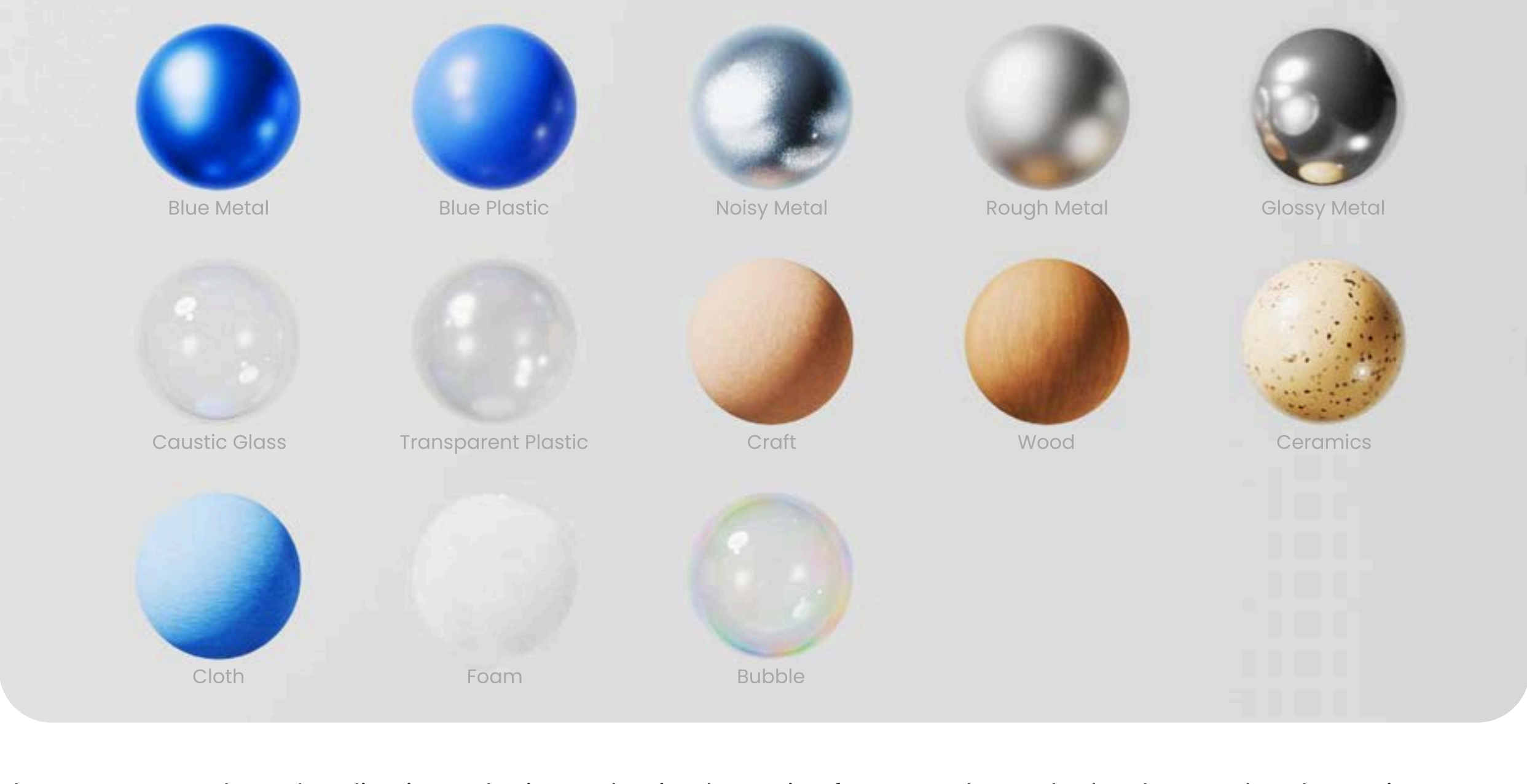


✓ Dynamic

## Materials

It is allowed to use any naturalistic textures and colors other than those shown on the boards. The materials provided at the link are recommended for use in scenes, but you can also create your own or use [Poly Haven](#) resource.

[Download 3d-scenes](#)



The corporate color or localization color is used point-by-point, for example, on the background or the main elements of the composition, the scene should not consist entirely of branded colors. Blue and other brand colors should be used natively in visuals and should not occupy more than 50% of the scene.



✓ Spot use of branded colors



✗ Blue is used in more than 50% of the scene

Colors and textures are used meaningfully within the logic of the real world. Pay attention to the grain and detail of the texture when using or creating realistic materials: it should be commensurate with the real world and correlate with the rest of the objects in the scene and not be too complex and noisy.

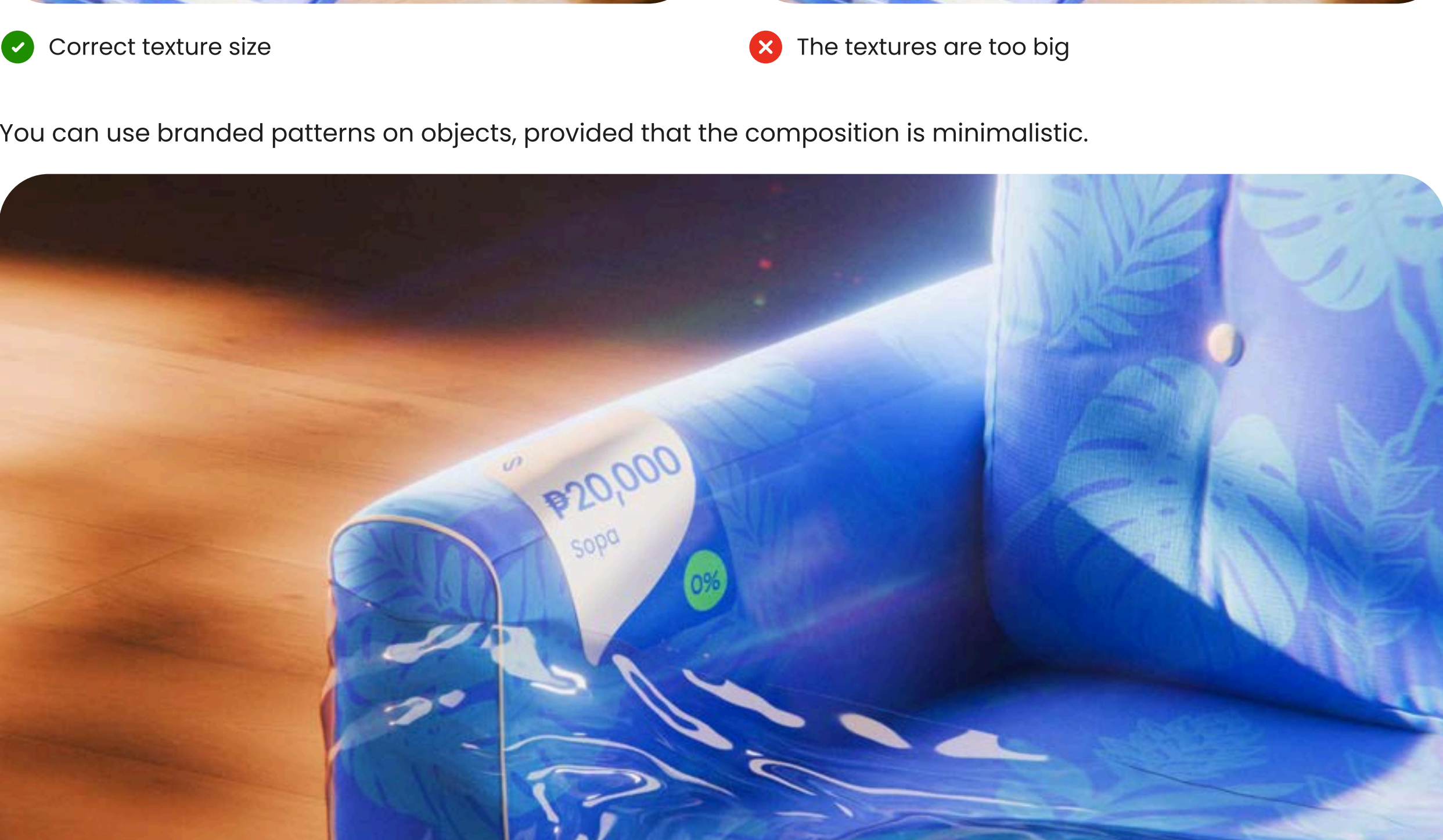


✓ Correct texture size



✗ The textures are too big

You can use branded patterns on objects, provided that the composition is minimalistic.



## Light

The light in the scenes must follow the logic of the real world. Also, most light sources should be natural with texture and caustics, not artificial. It is allowed to use the entire range of colors of natural light, from sunset to sunrise. And distinct shadow pattern gives depth to the composition and highlights the main elements.



If you use Gobo Light, you should prefer a large black-and-white pattern that will not create additional noise on the render.



✓ Large light details



✗ Noisy light

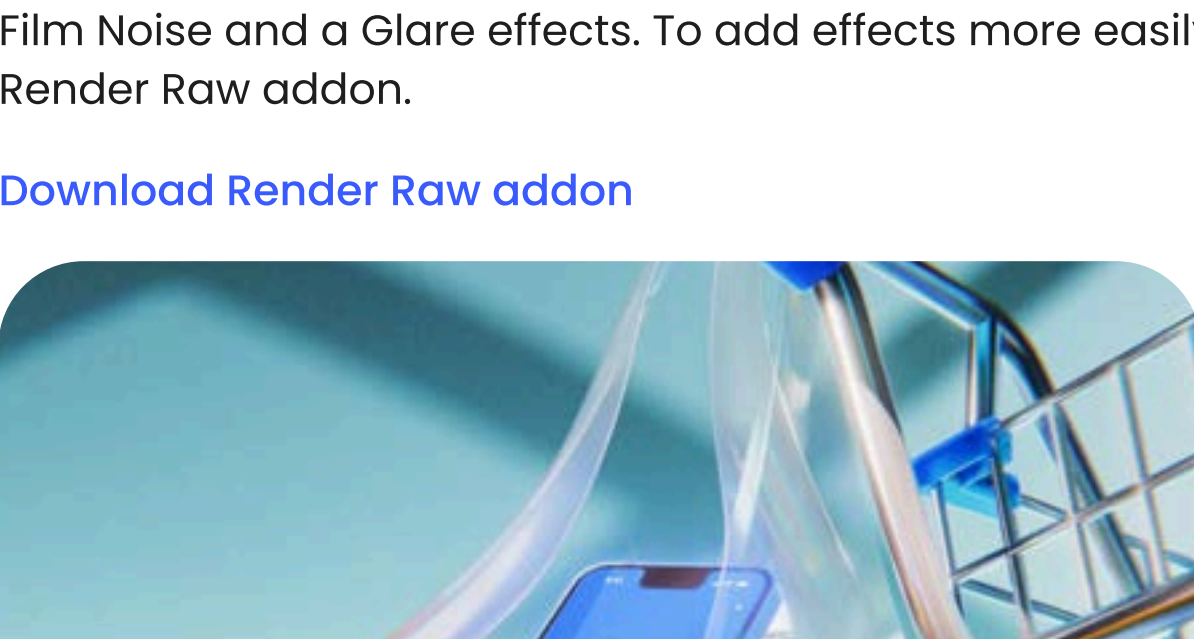
The main metaphor of lighting is highlighting the main elements of a composition, they can be highlighted with additional light to give the feeling of a real but very clean photo.

You can use HDRI for light, download in [Poly Haven](#).

## Effects

A distinctive feature of the 3d style is a lot of compositing and effects in the scenes. Each composition should have a Film Noise and a Glare effects. To add effects more easily, it is recommended to use additional shaders from the Render Raw addon.

[Download Render Raw addon](#)



✓ With effects



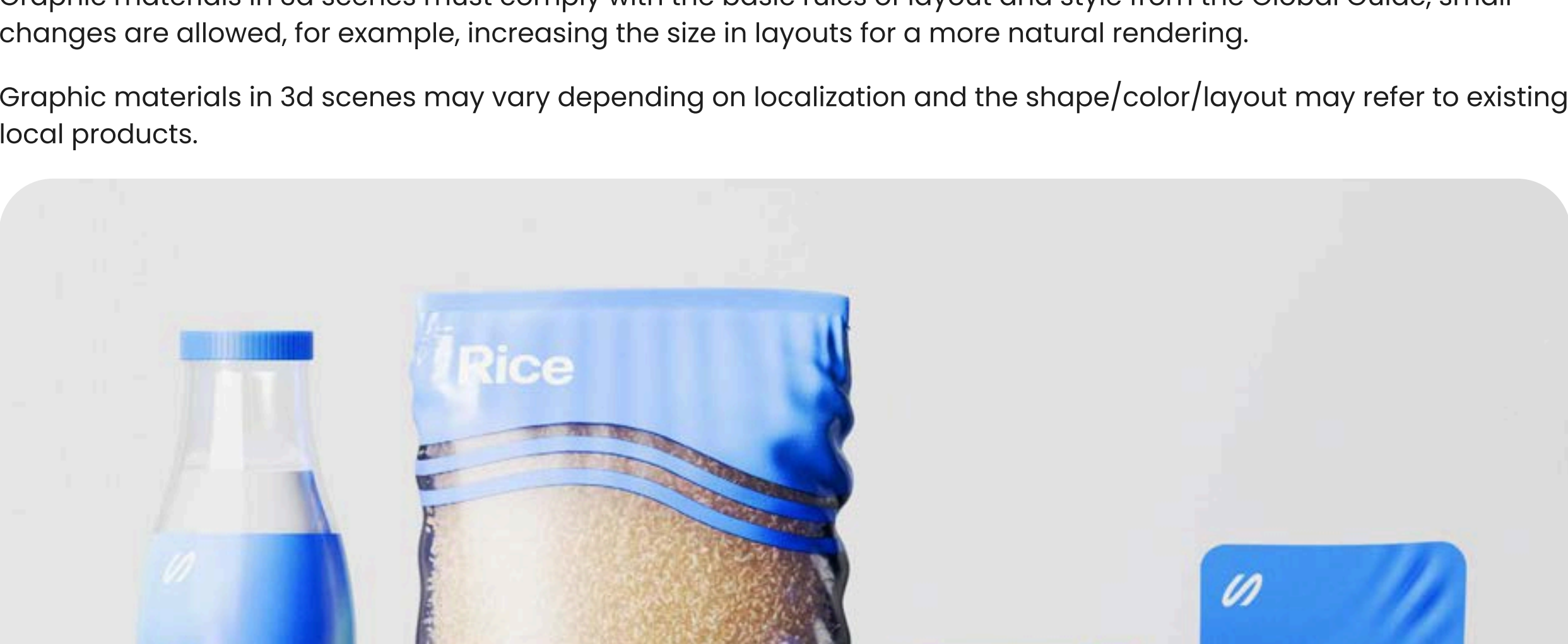
✗ Without effects

## Brand elements

Graphic materials can be customized in compositions, such as price tags, packages, book covers, and so on.

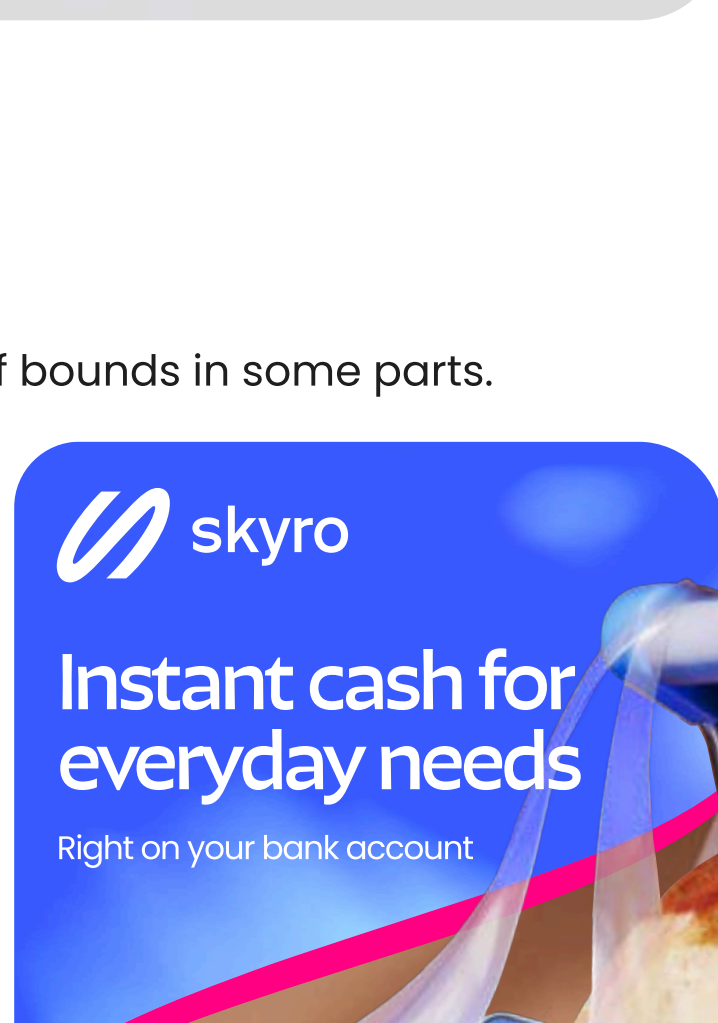
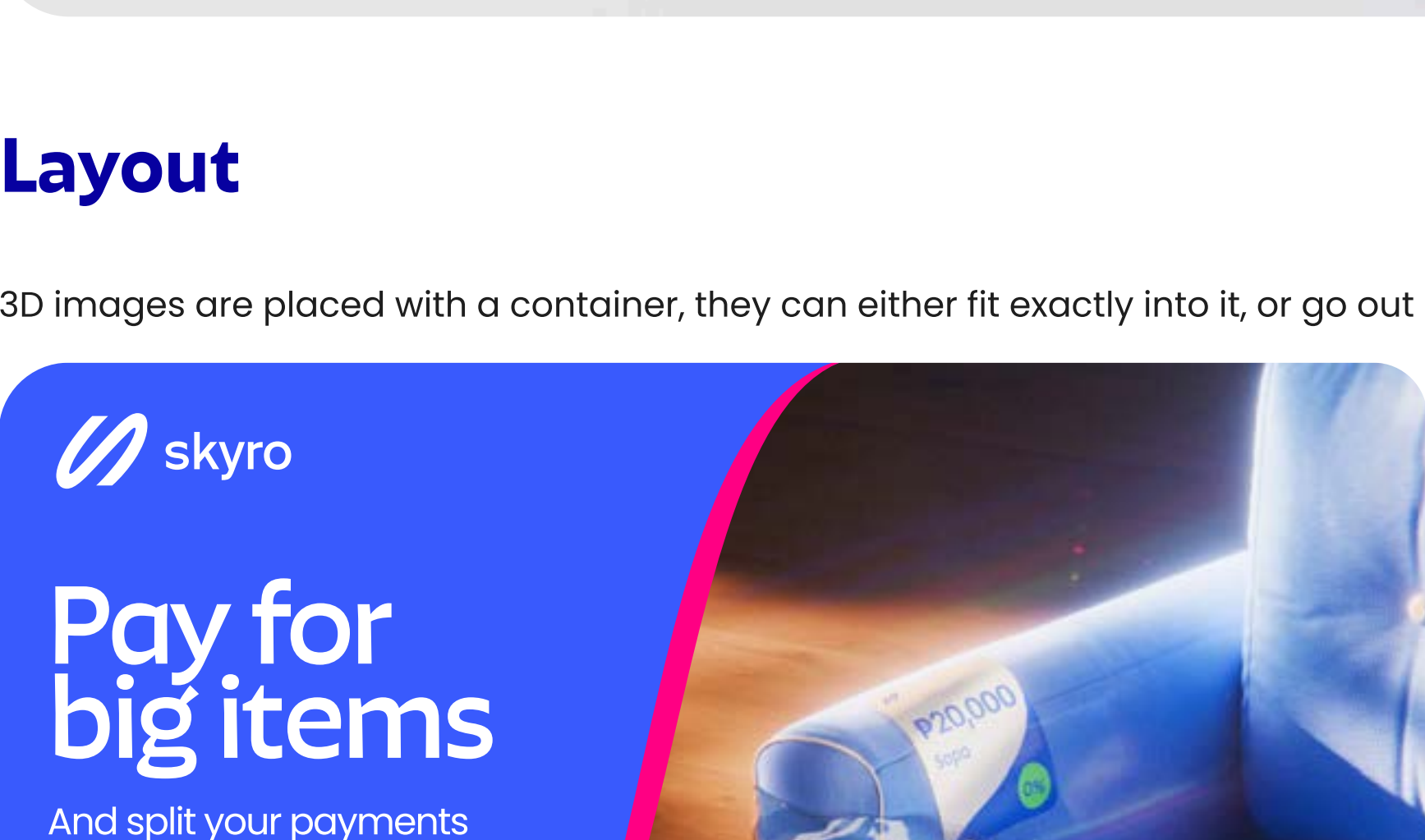
Graphic materials in 3d scenes must comply with the basic rules of layout and style from the Global Guide, small changes are allowed, for example, increasing the size in layouts for a more natural rendering.

Graphic materials in 3d scenes may vary depending on localization and the shape/color/layout may refer to existing local products.



## Layout

3D images are placed with a container, they can either fit exactly into it, or go out of bounds in some parts.





# Iconographics

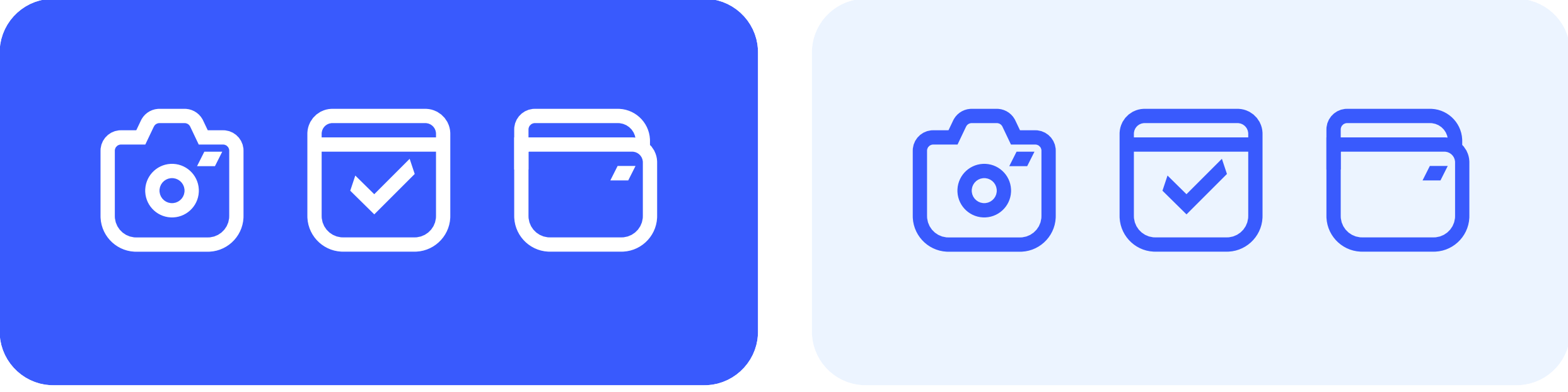
The icon style is formed linearly based on the principle of the same container for all icons. The geometry of the icons rhymes with the plasticity of the logo construction. Iconography uses the same rounded edges and elements with a beveled edge



**i** Optically, icons should be equal in weight

## Use on different backgrounds

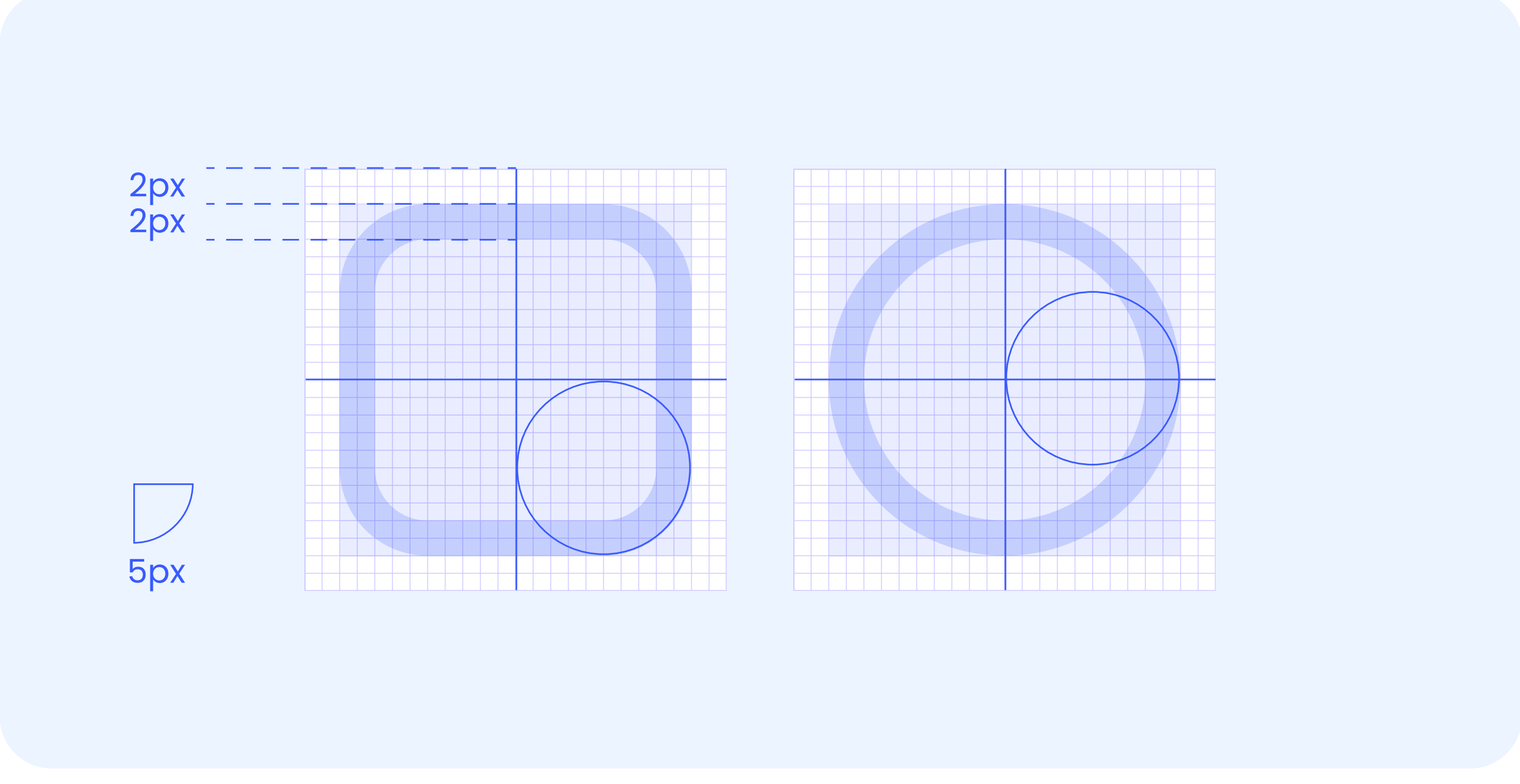
Icons can be used on dark and light backgrounds



## The principle of construction

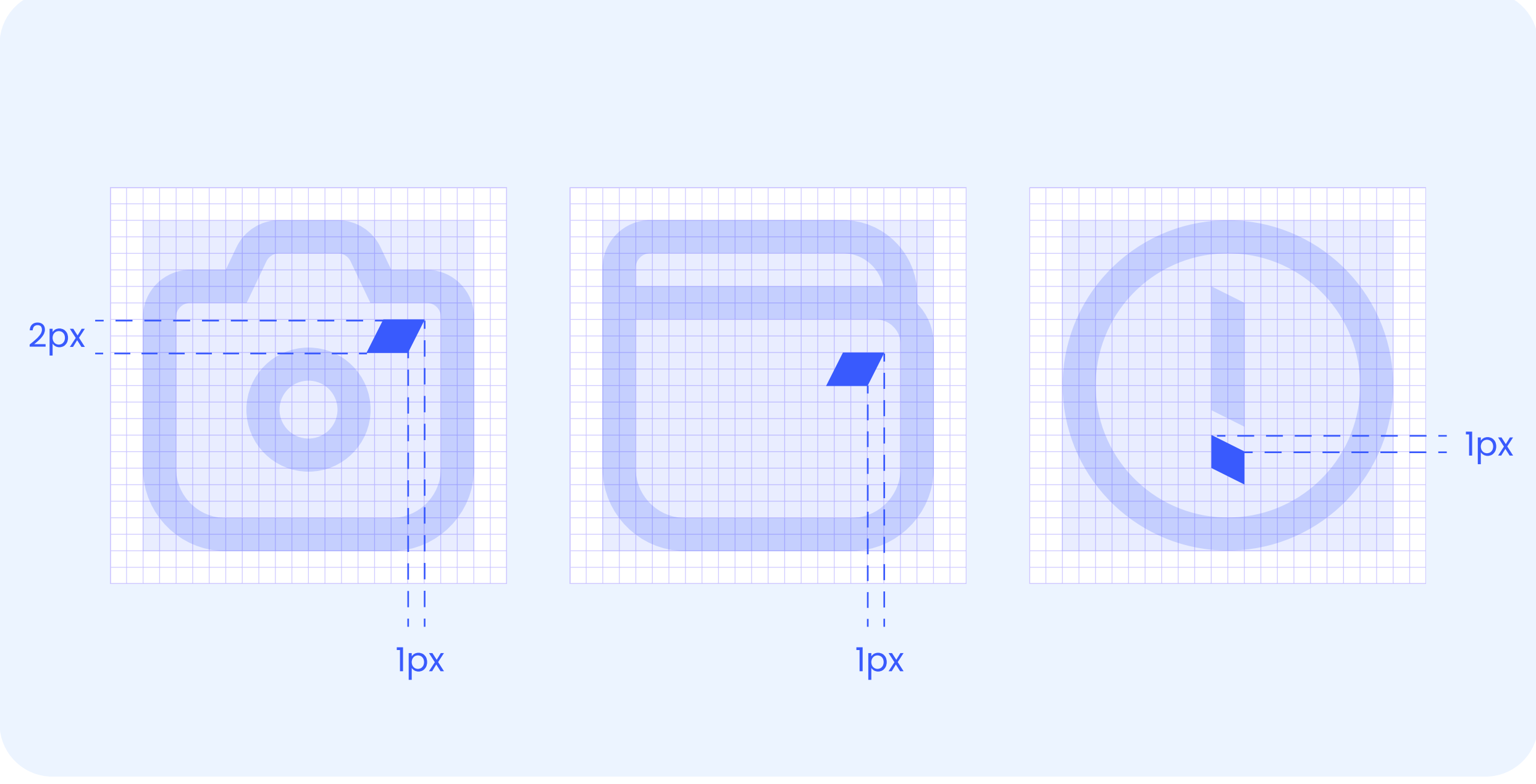
### Container

Icons are usually built from two shapes: a square and a circle. The margins from the edge and the width of the line are 2px. The rounded corners of the container are 5px

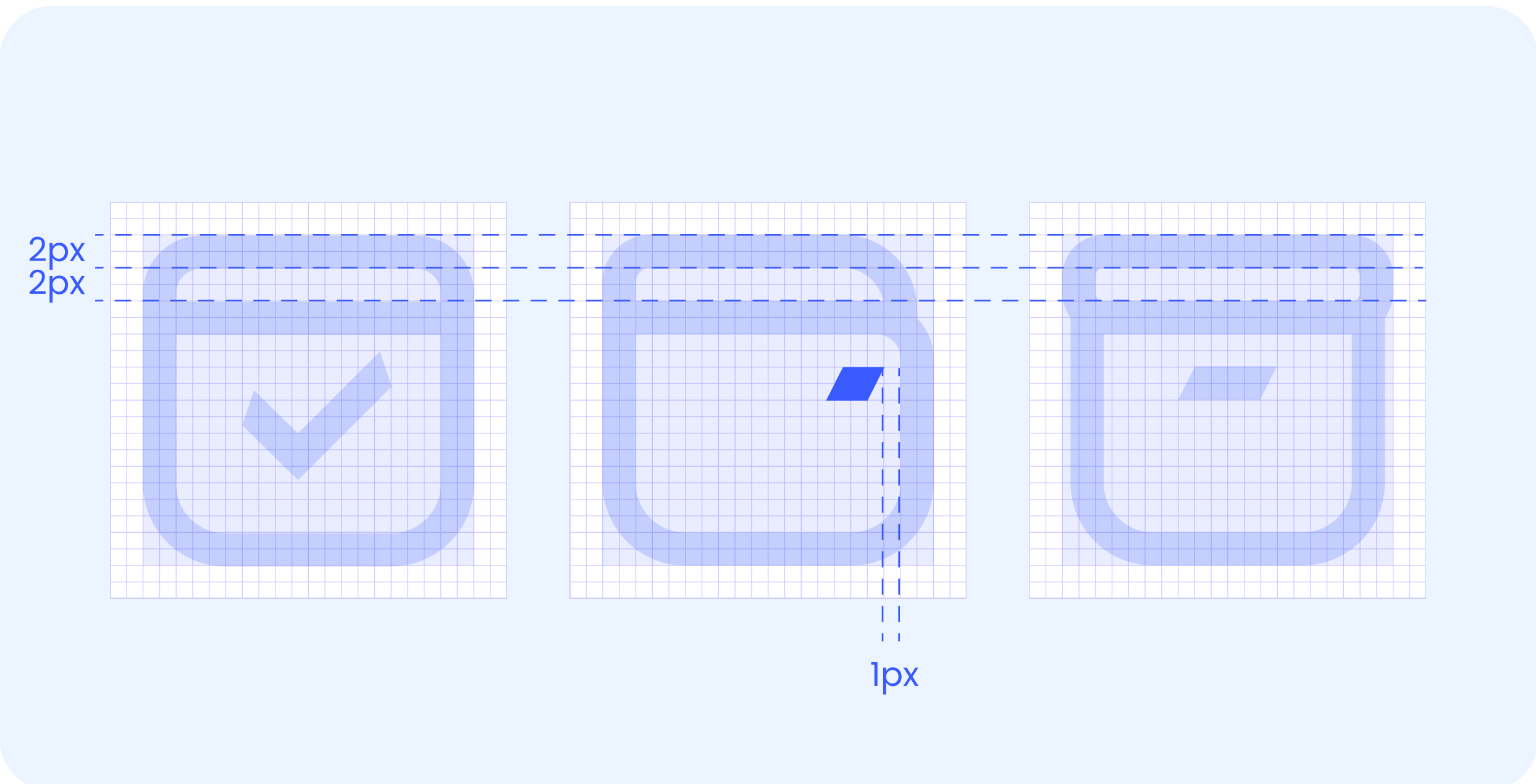


### Graphic features

A distinctive feature of the iconographic style is the characteristic bevel of the line endings. The principle repeats the geometry of the logo. The bevel depth is 1 px, thickness is 2 px

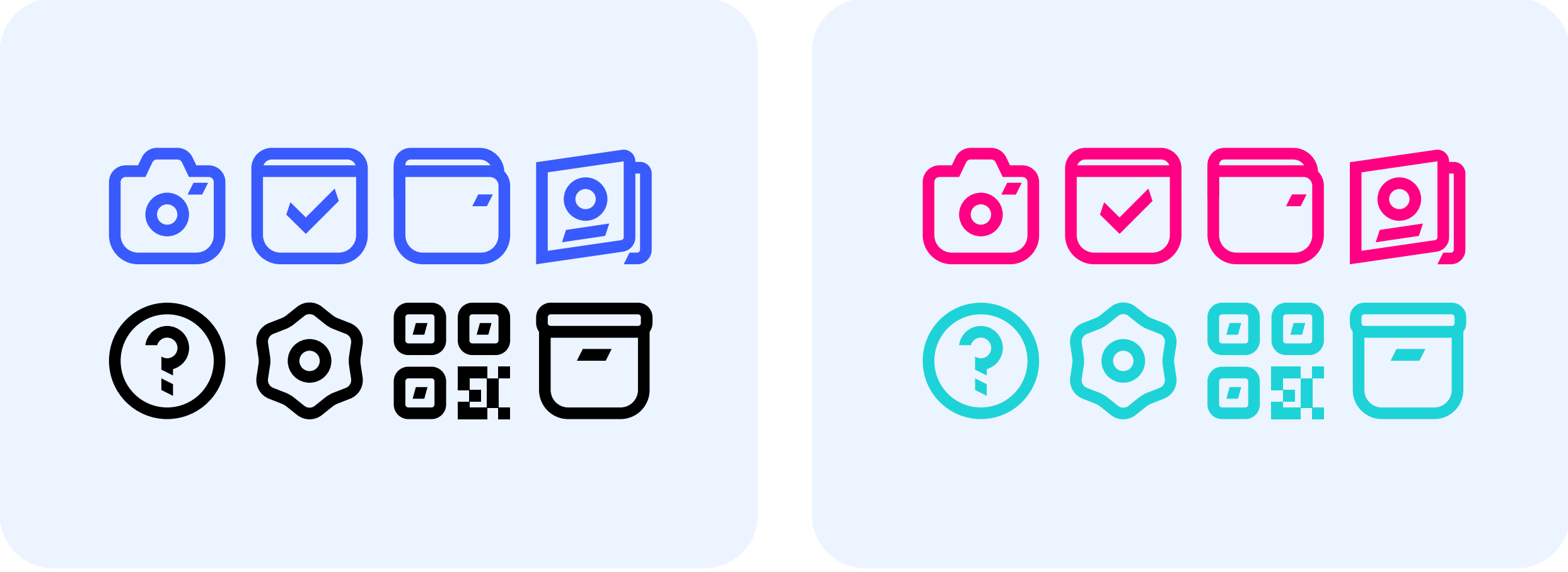


- For closed contours inside the container, the distance between the lines must be equal to the thickness of the line itself and be at least 2 px
- The margins to the objects inside the container should be at least 1 px
- Small parts are also 2 px thick.

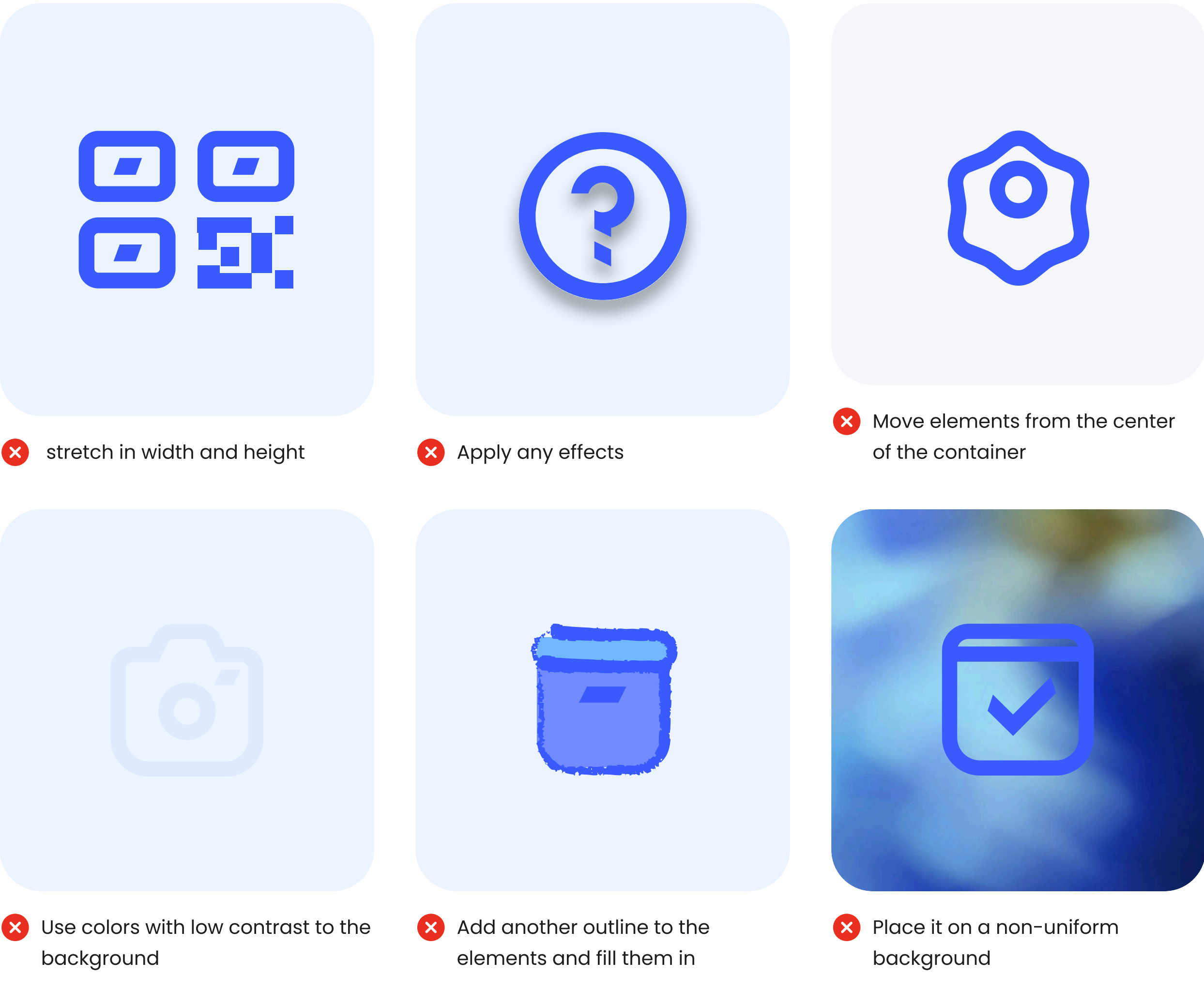


### Color

Icons can be painted in any corporate palette colors, depending on the context, media, and environment of use. It is important to maintain visual integrity and readability at the same time. The interface uses only the system icon. The use of local colors is acceptable in marketing communications. colors.



## Don'ts



**i** These rules apply to all types of branded icons



# QR-code

The QR code is used to navigate to outdoor advertising on the website and stores. It is mainly used in two colors: blue and white

The backing is used on complex backgrounds where the QR code may not be readable

 This page shows only the quar code for the page skyro.io



Blue



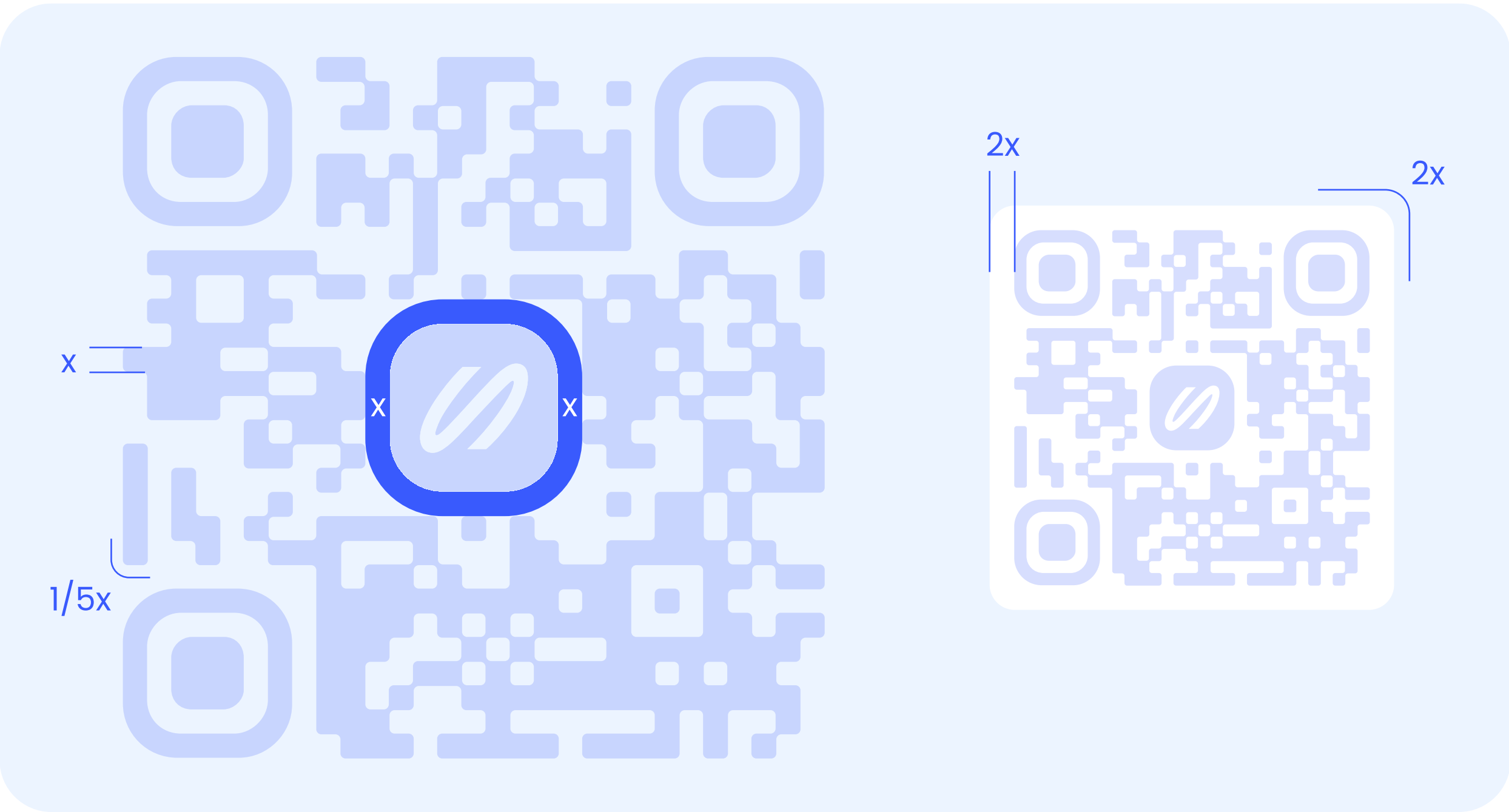
White



On the background

## Construction

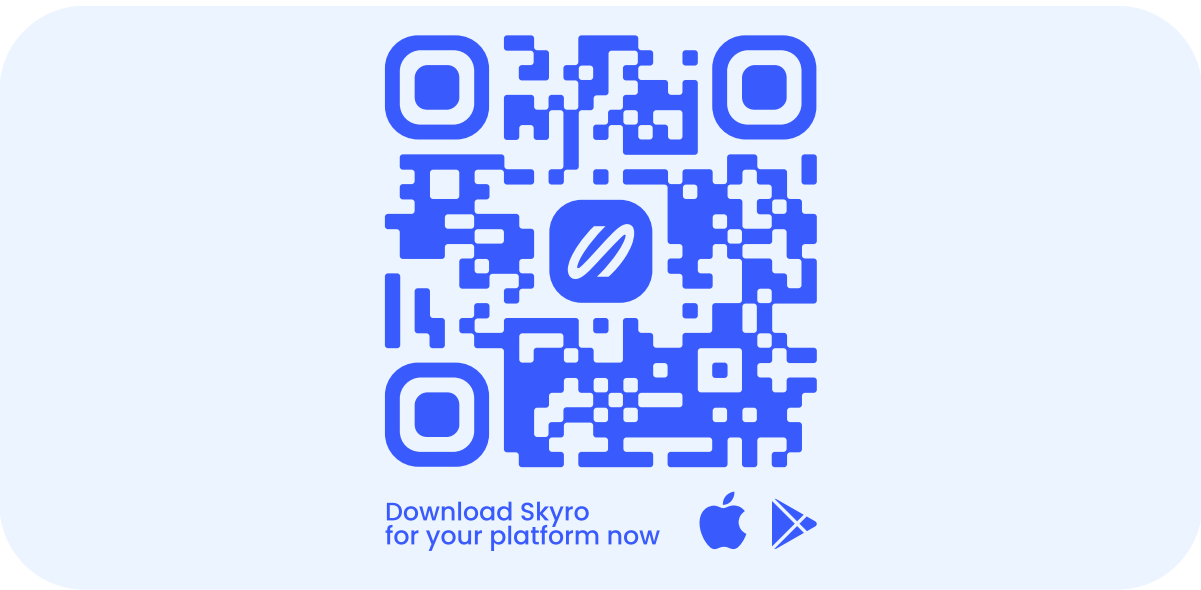
- The QR code module is used for x. QR code module rounding 1,5x
- The distance between the QR code and the background is 2x, the rounding of the background is 2x



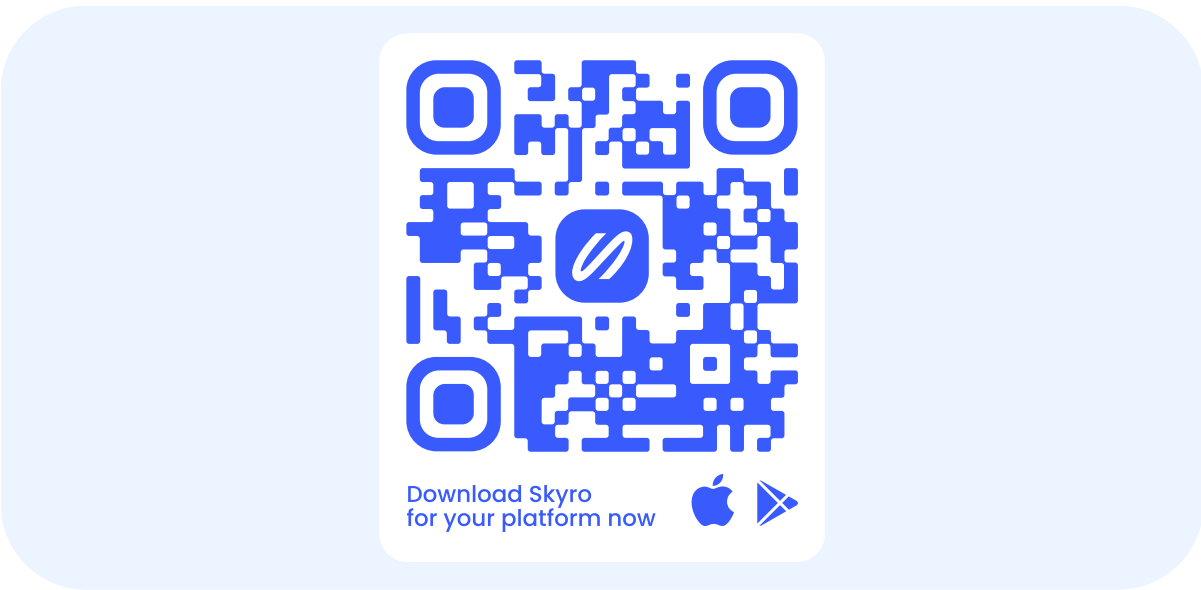
## Information

There should always be a clarification next to the QR code as to where it leads. It can be in the background with the quar, or stand next to it

 The composition of additional information may vary depending on the size of the media and the layout of the layout



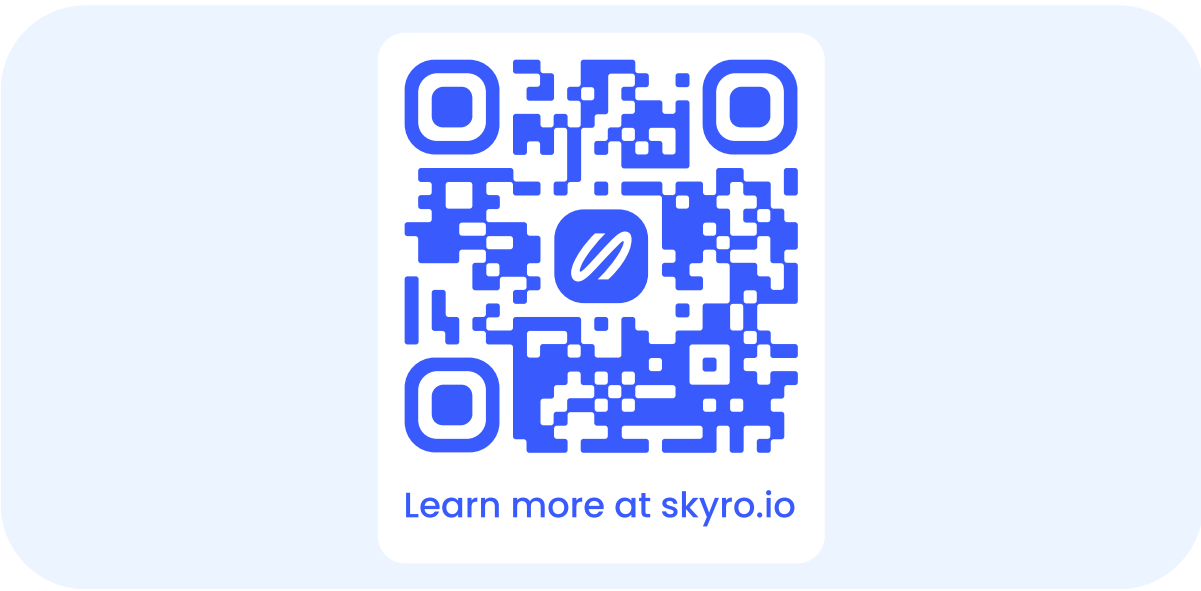
Stores without background



Stores with background



Site without background



Site with background

## Examples

There should always be a clarification next to the QR code as to where it leads. It can be in the background with the quar, or stand next to it





# Philippines

## Color

The Philippines' color palette is consistent with the global palette, so 100% of communications must use the Skyro main color.

Blue color should also be present in most communications to differentiate the Skyro from its competitors.

Sunny color used only for bright accent in design and in analemma

 A color proof must be made before printing

### Skyro main

#395AFE  
RGB 57, 90, 254  
CMYK 78, 65, 0, 0  
Pantone 2728C

### Ocean blue

#1ED4D8  
RGB 30, 212, 216  
CMYK 86, 0, 2, 15  
Pantone 319 C

### Sunny

#FFE500  
RGB 255, 229, 0  
CMYK 0, 10, 100, 0  
Pantone 109 C

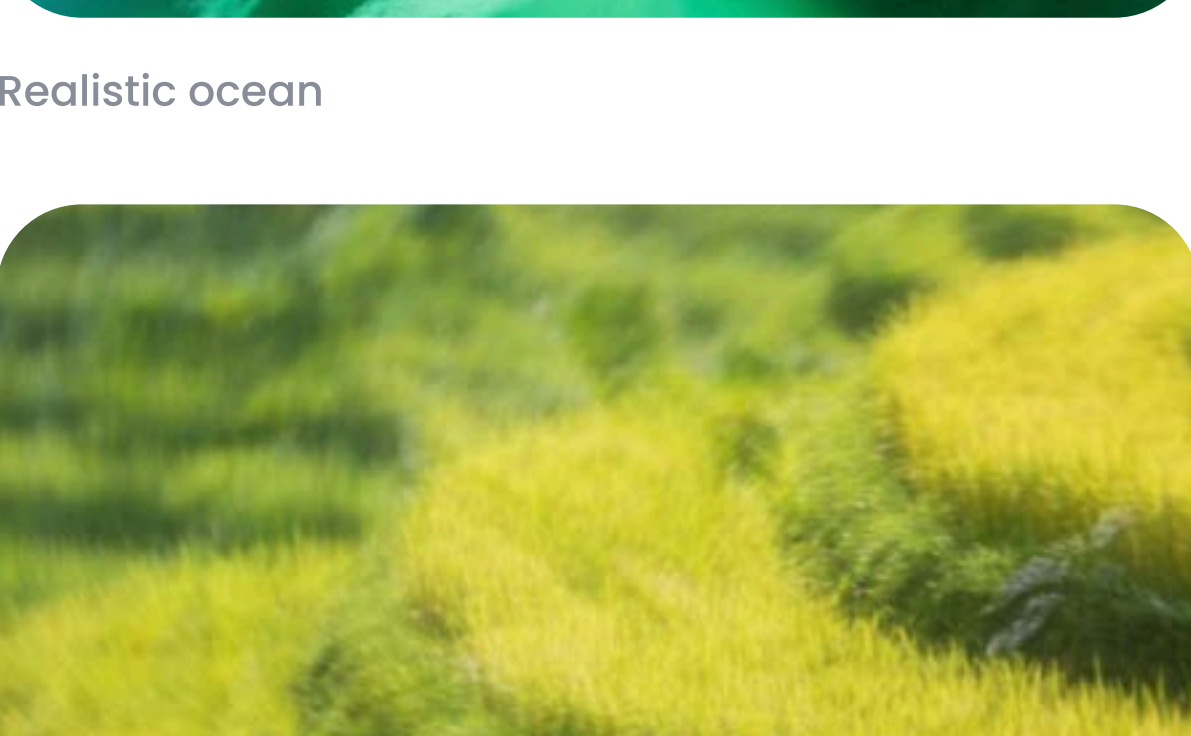
## Local textures

The Philippines' textures are based on local natural features. Textures of the ocean, rice paddies, and other Philippine features can be used. If necessary, textures can be supplemented depending on the context.

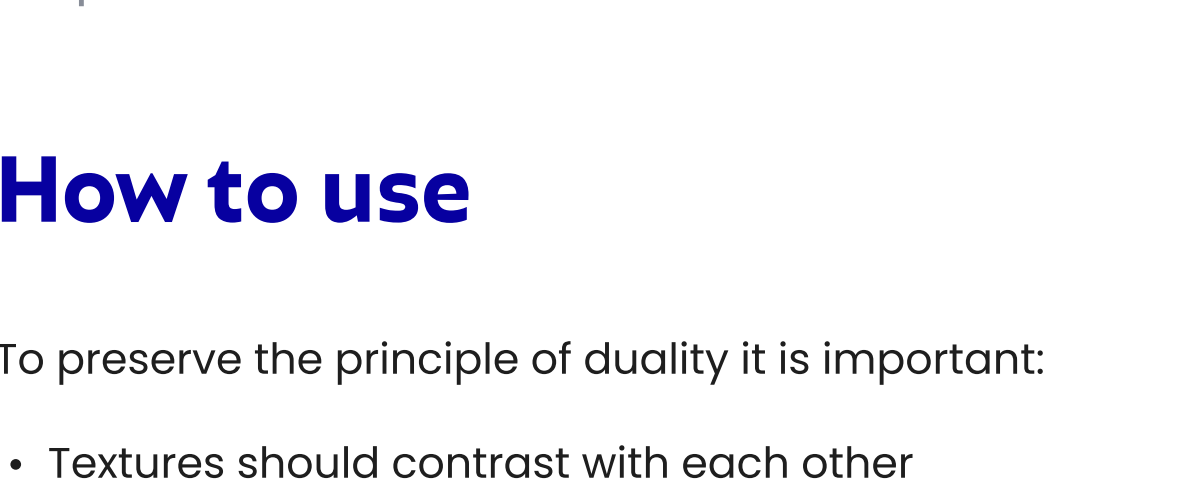
There are two types of textures: simplified and realistic. Simplified ones are used for complex photographs and scenes, while realistic ones are used for simpler layouts to add depth



Simplified ocean



Realistic ocean



Simplified rice fields

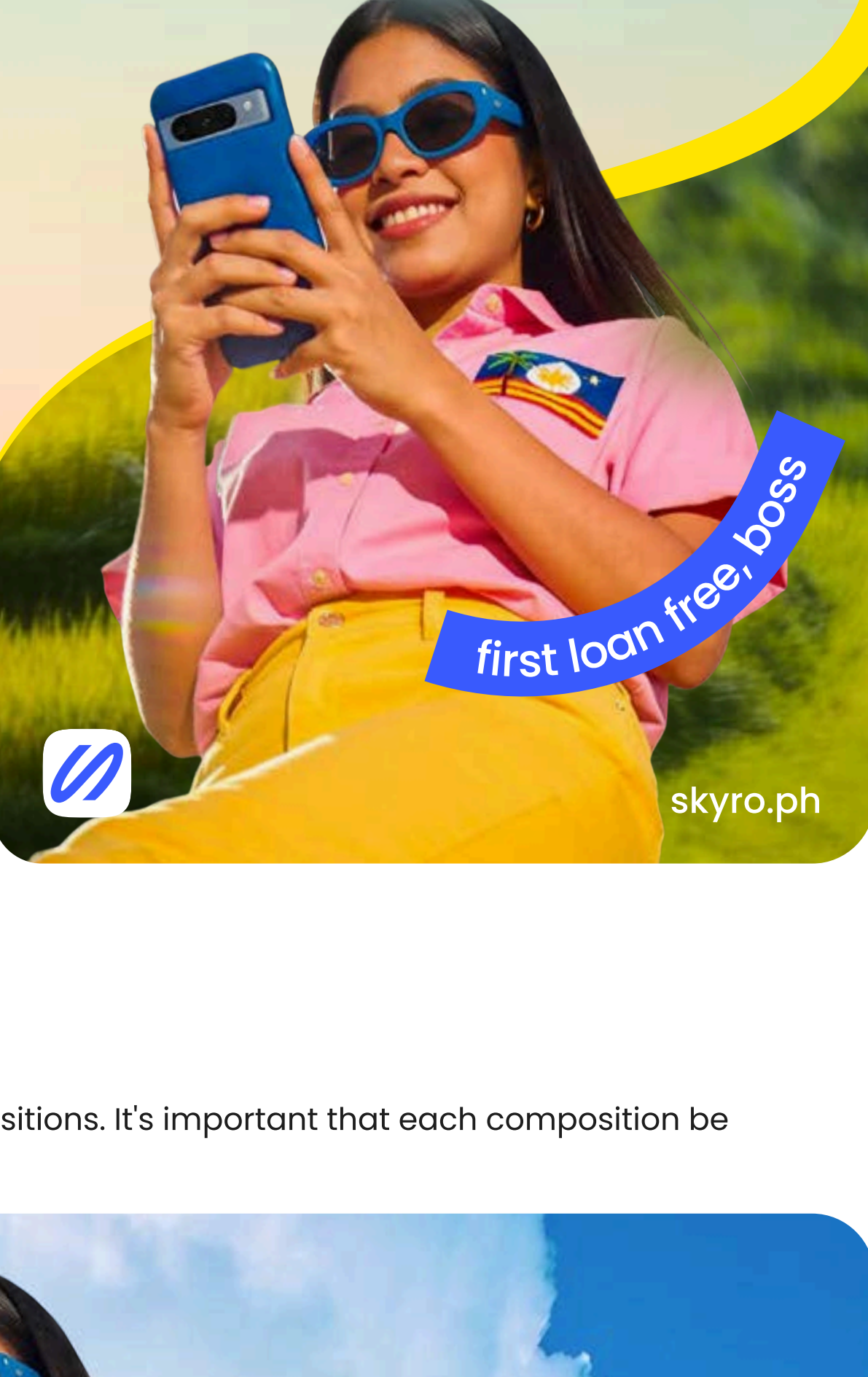
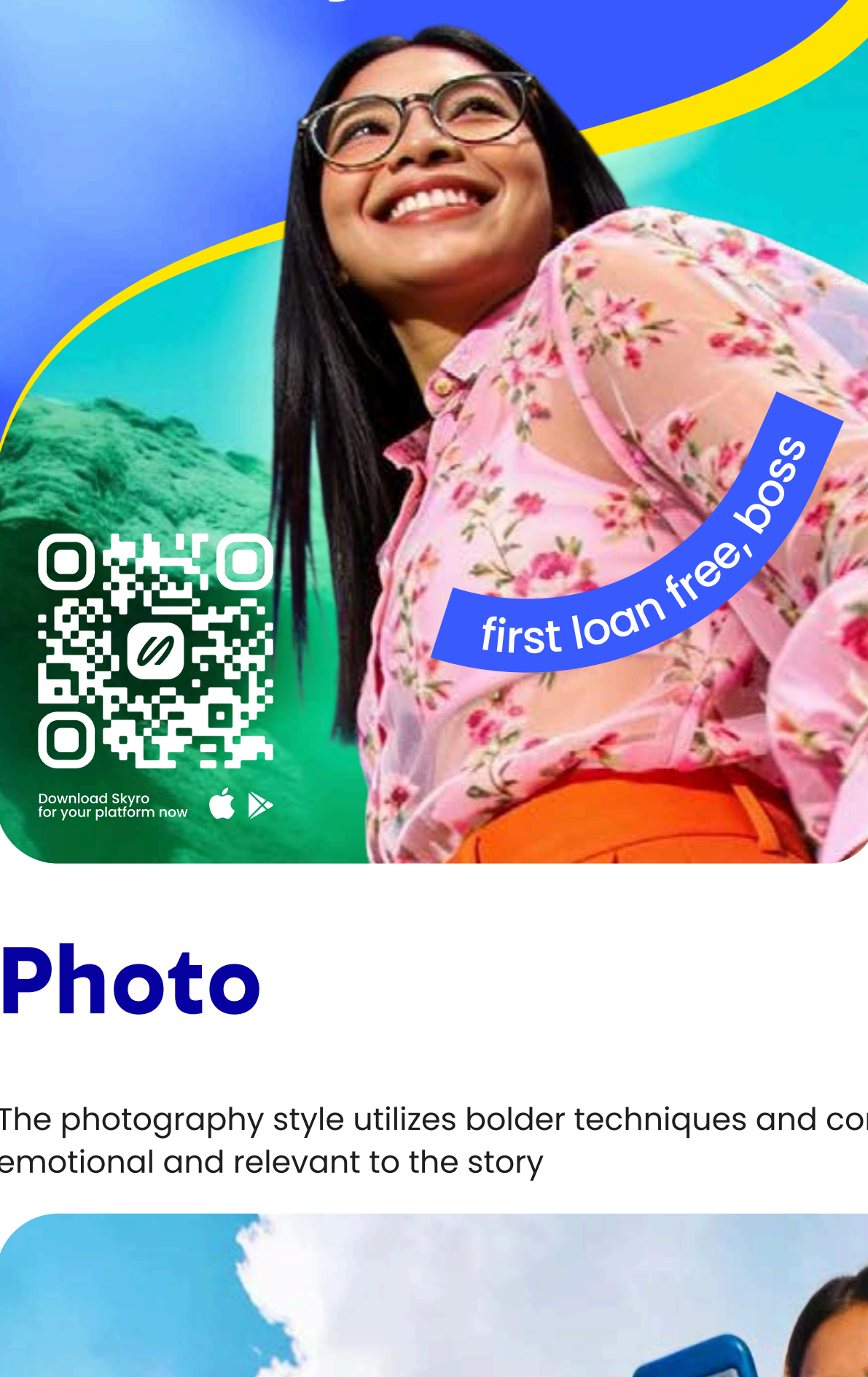


Realistic rice fields

## How to use

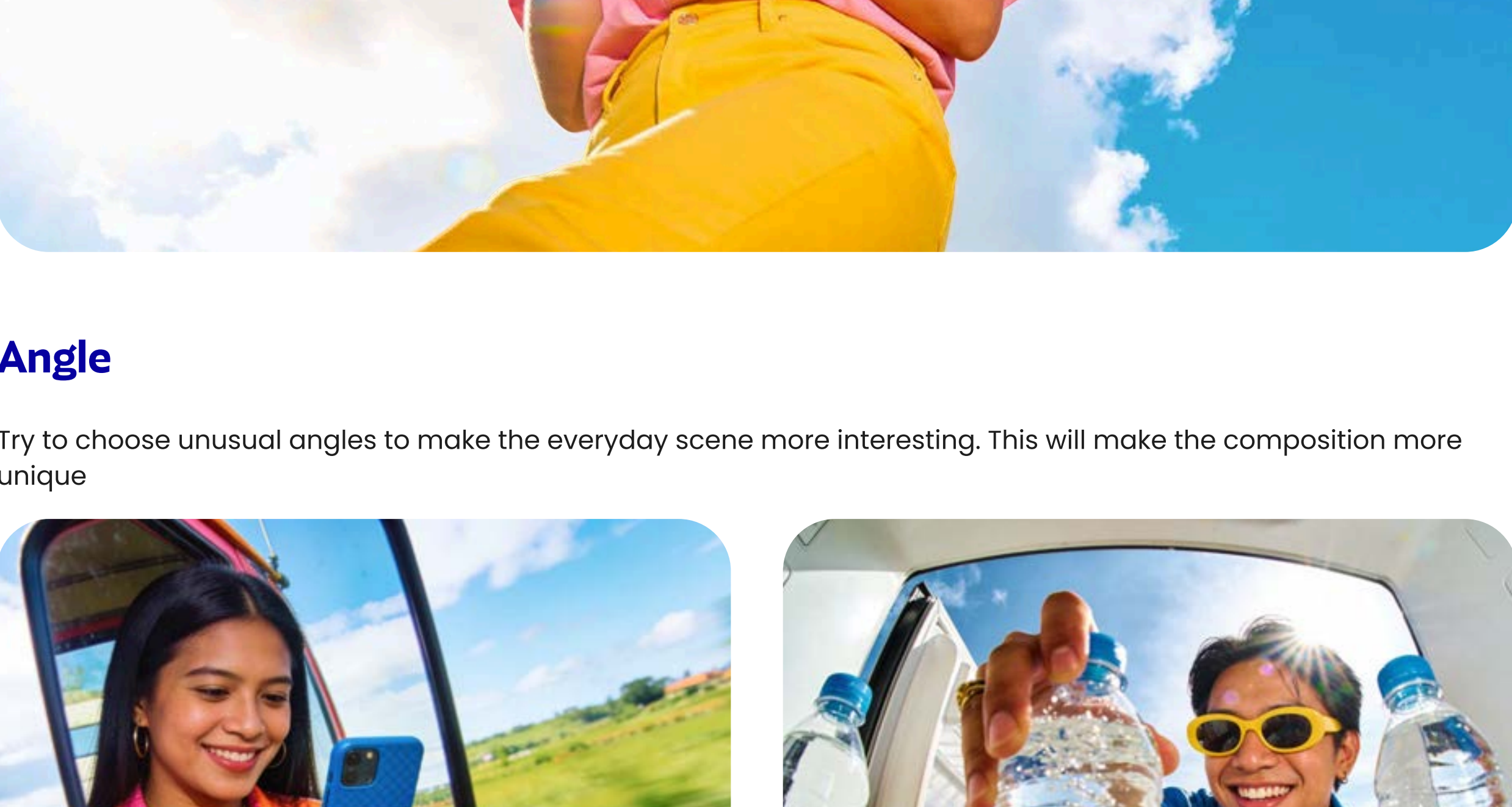
To preserve the principle of duality it is important:

- Textures should contrast with each other
- One of the textures must be close to the local color



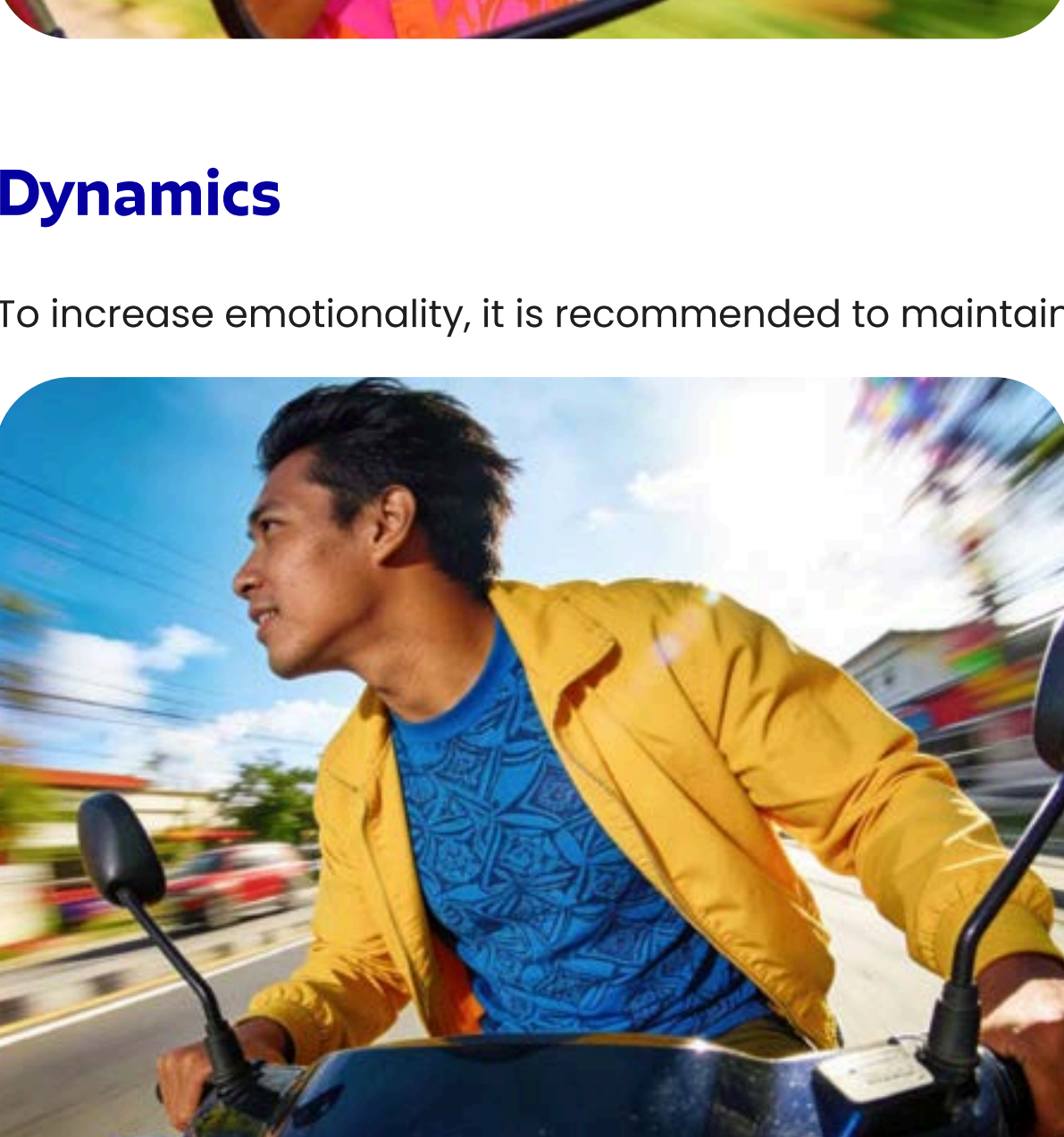
## Photo

The photography style utilizes bolder techniques and compositions. It's important that each composition be emotional and relevant to the story



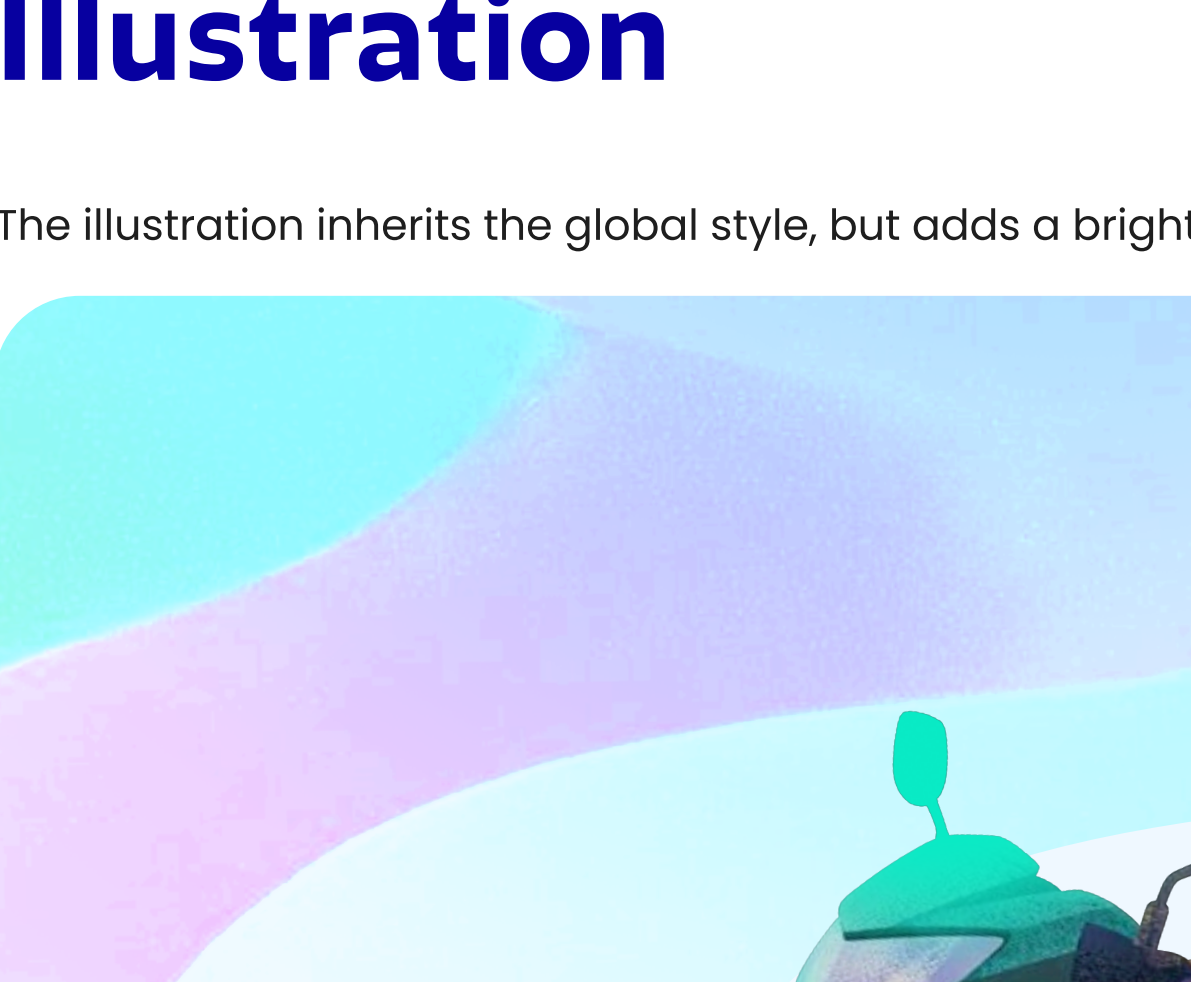
### Angle

Try to choose unusual angles to make the everyday scene more interesting. This will make the composition more unique

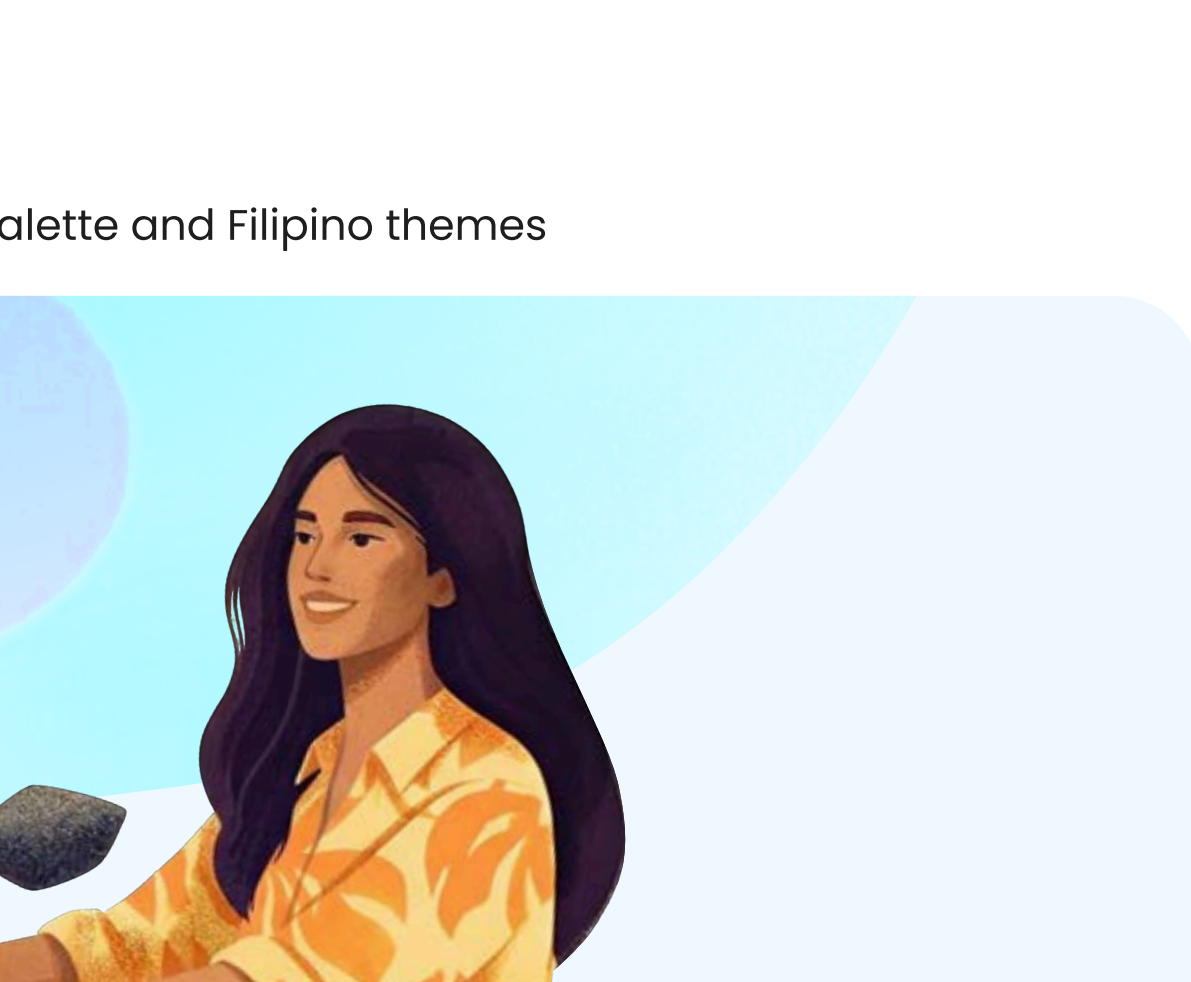


### Dynamics

To increase emotionality, it is recommended to maintain the dynamics of the frame



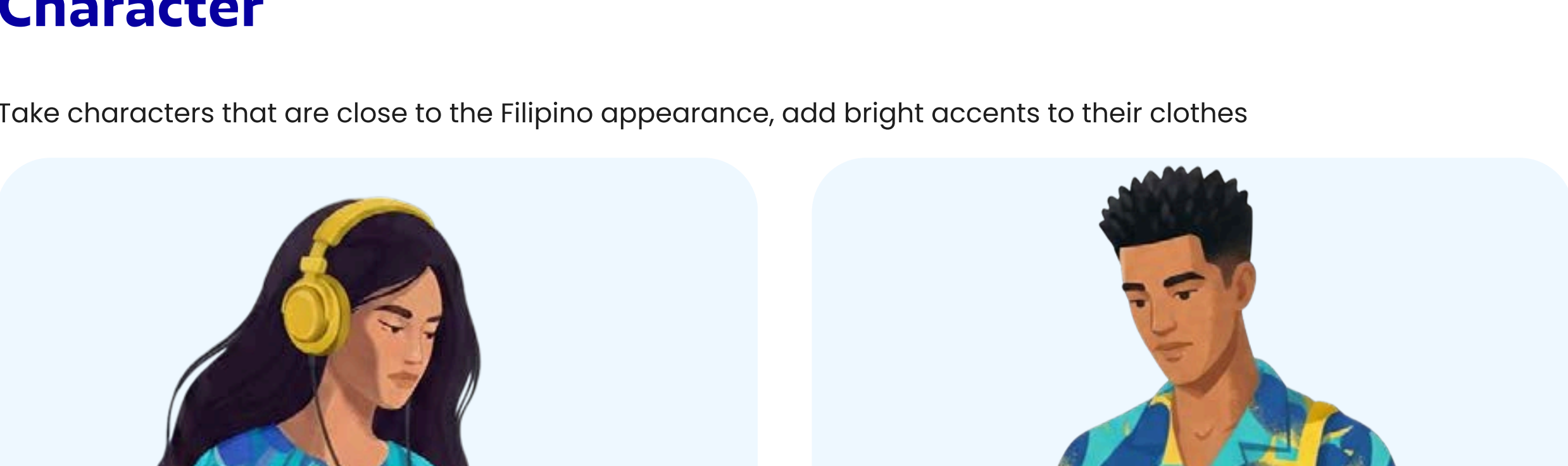
Motion blur



Unusual camera lenses, such as wide-angle or fisheye lenses

## Illustration

The illustration inherits the global style, but adds a brighter palette and Filipino themes

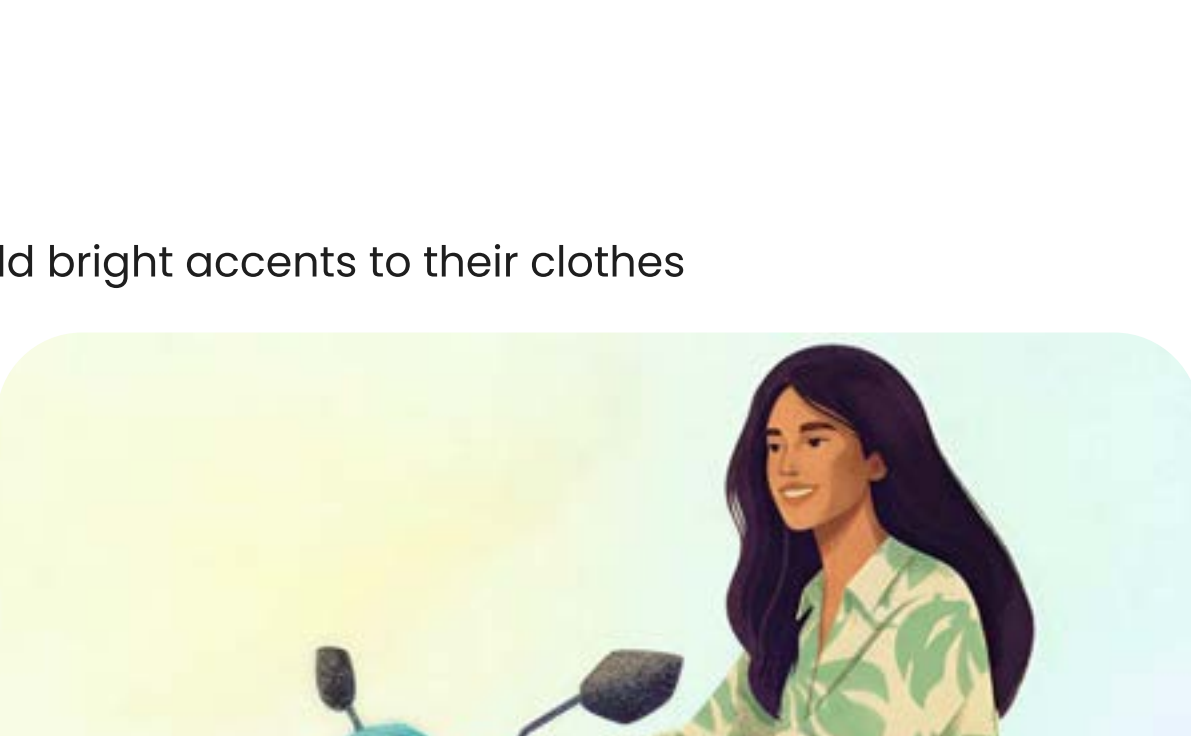


## Character

Take characters that are close to the Filipino appearance, add bright accents to their clothes



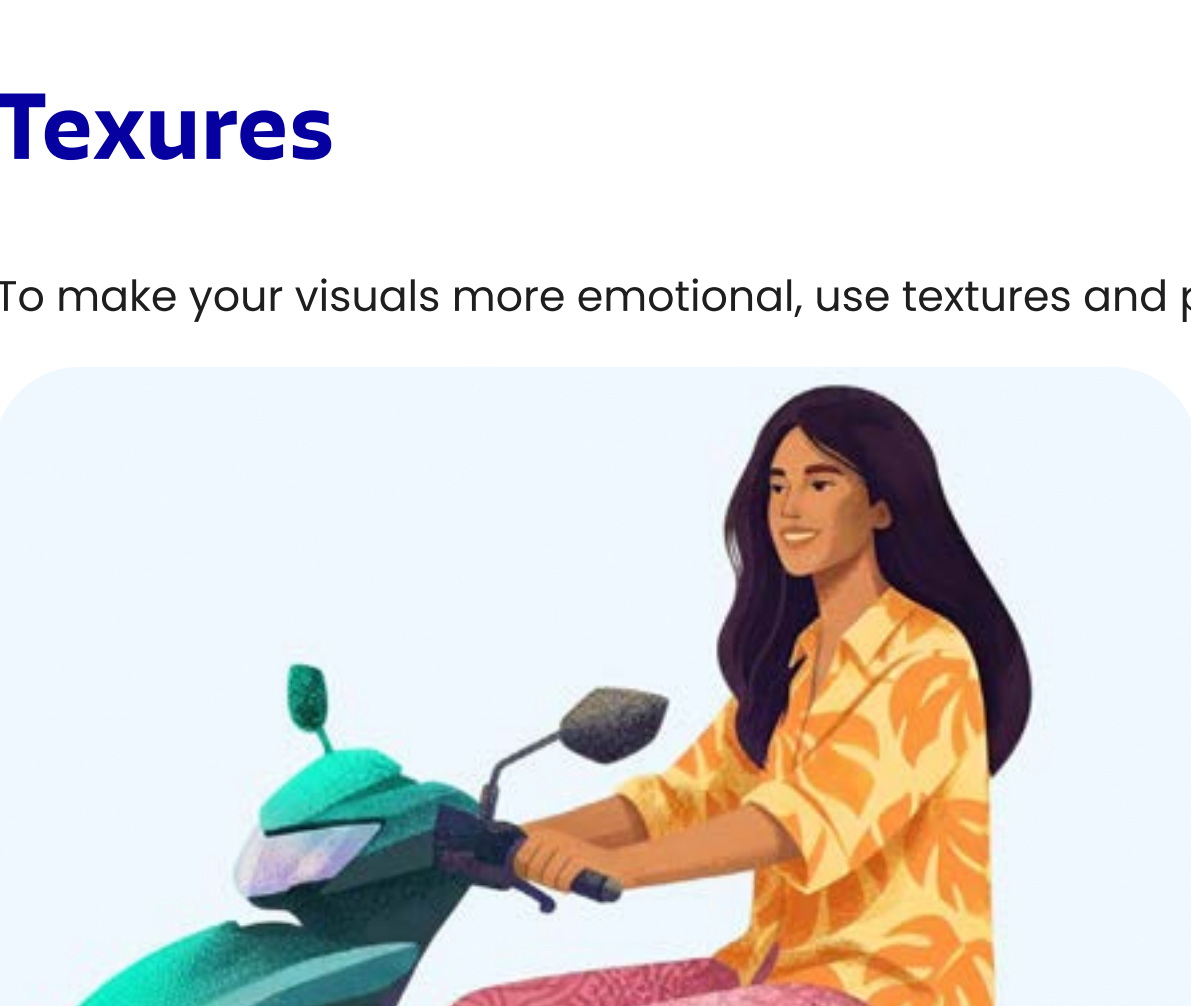
Female



Male

## Color palette

Take characters that are close to the Filipino appearance, add bright accents to their clothes



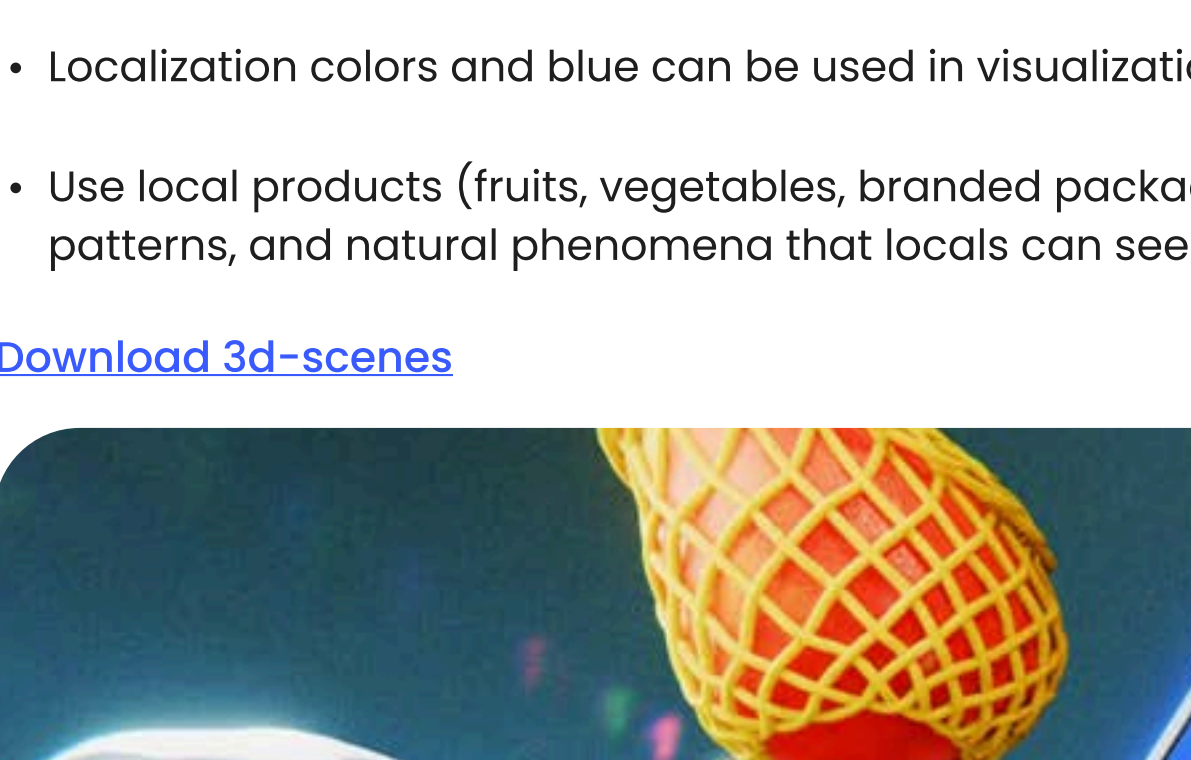
✓ Better for Philippines



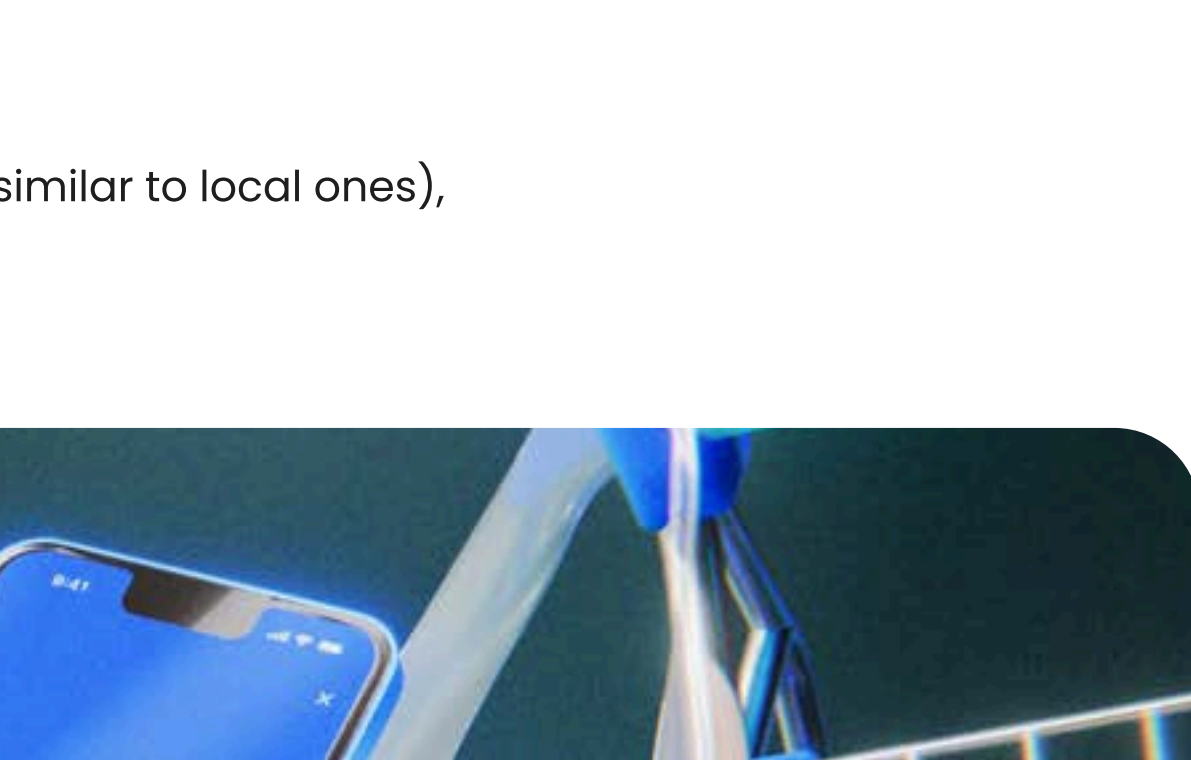
✗ Okay for global

## Textures

To make your visuals more emotional, use textures and patterns. This will make the visuals look more interesting



✓ Adding textures and patterns through Nanabanana



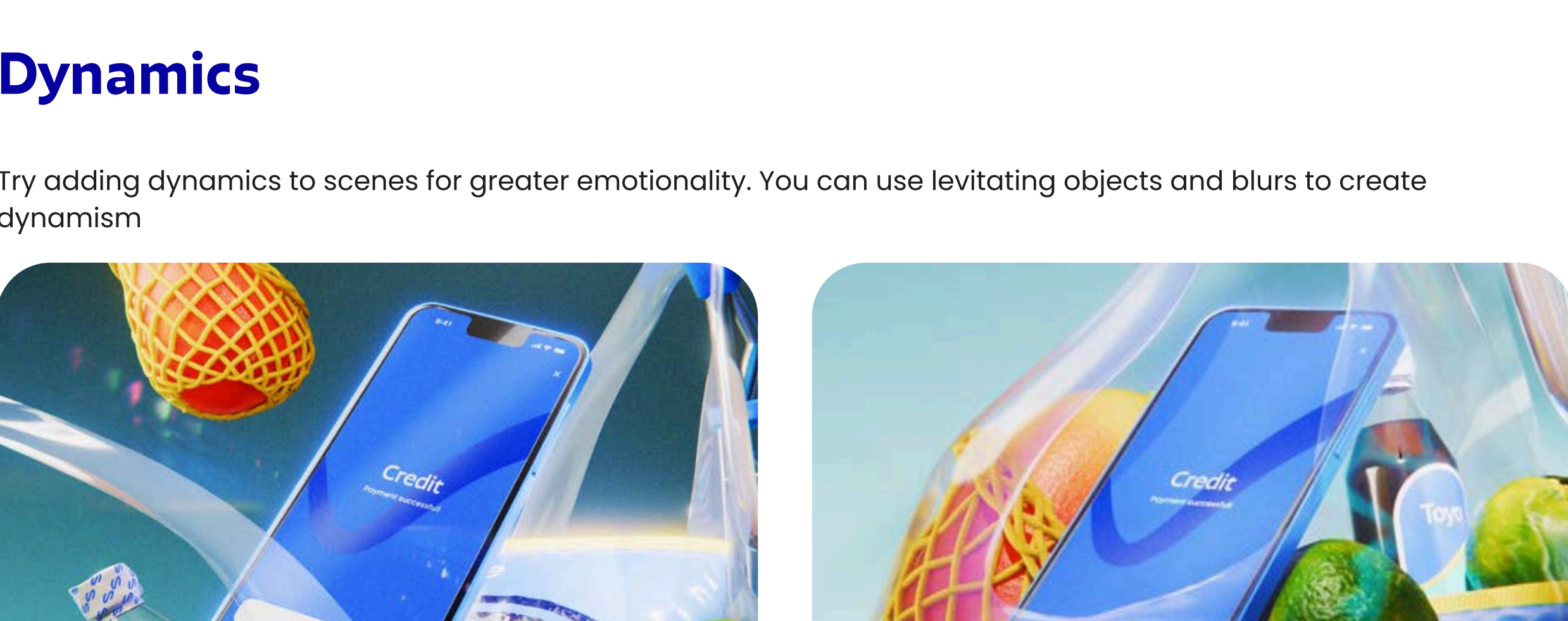
✗ Original generation

## 3d-style

The 3D style inherits the Global style, but with some special features:

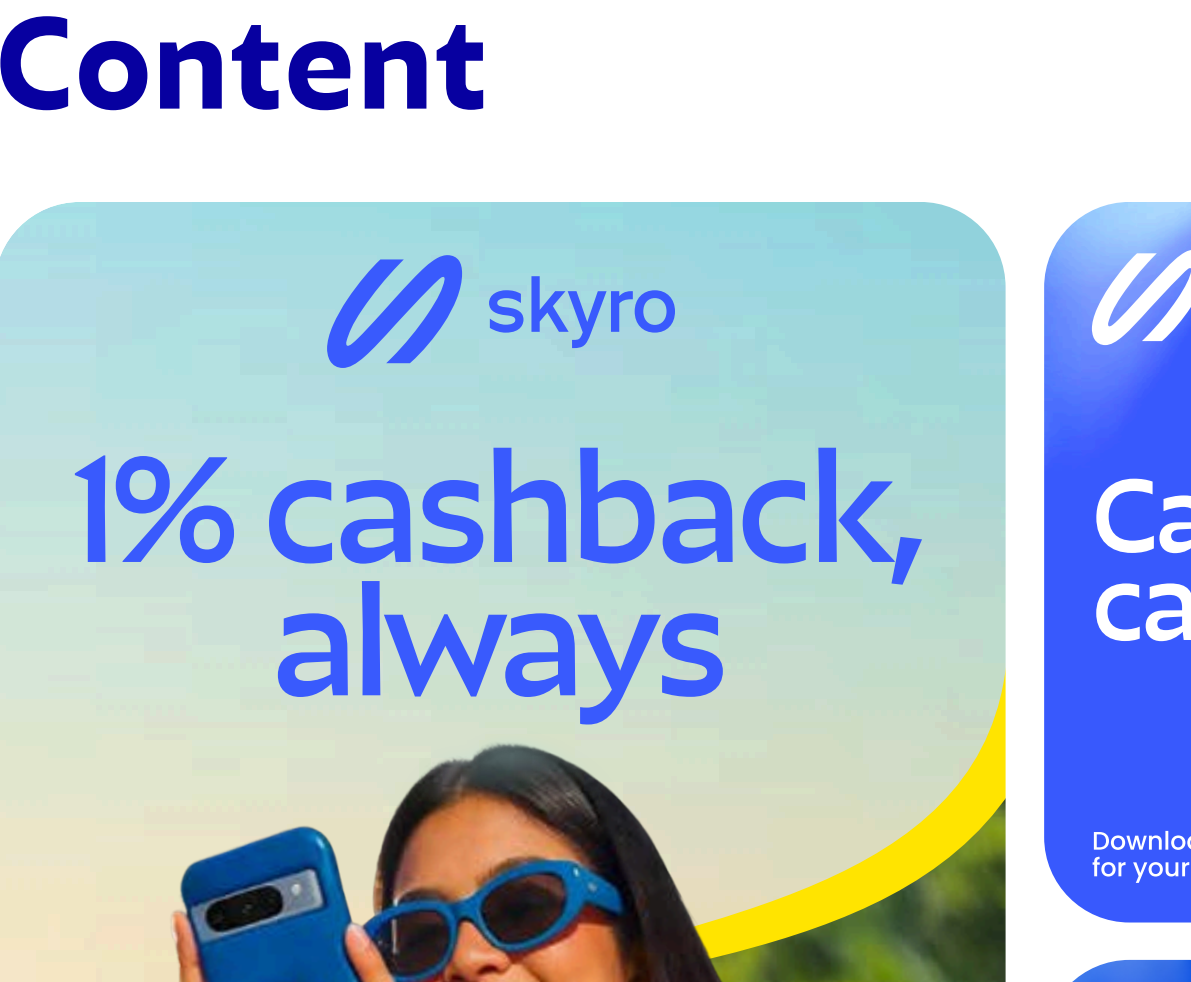
- Localization colors and blue can be used in visualizations;
- Use local products (fruits, vegetables, branded packages similar to local ones), patterns, and natural phenomena that locals can see.

[Download 3d-scenes](#)

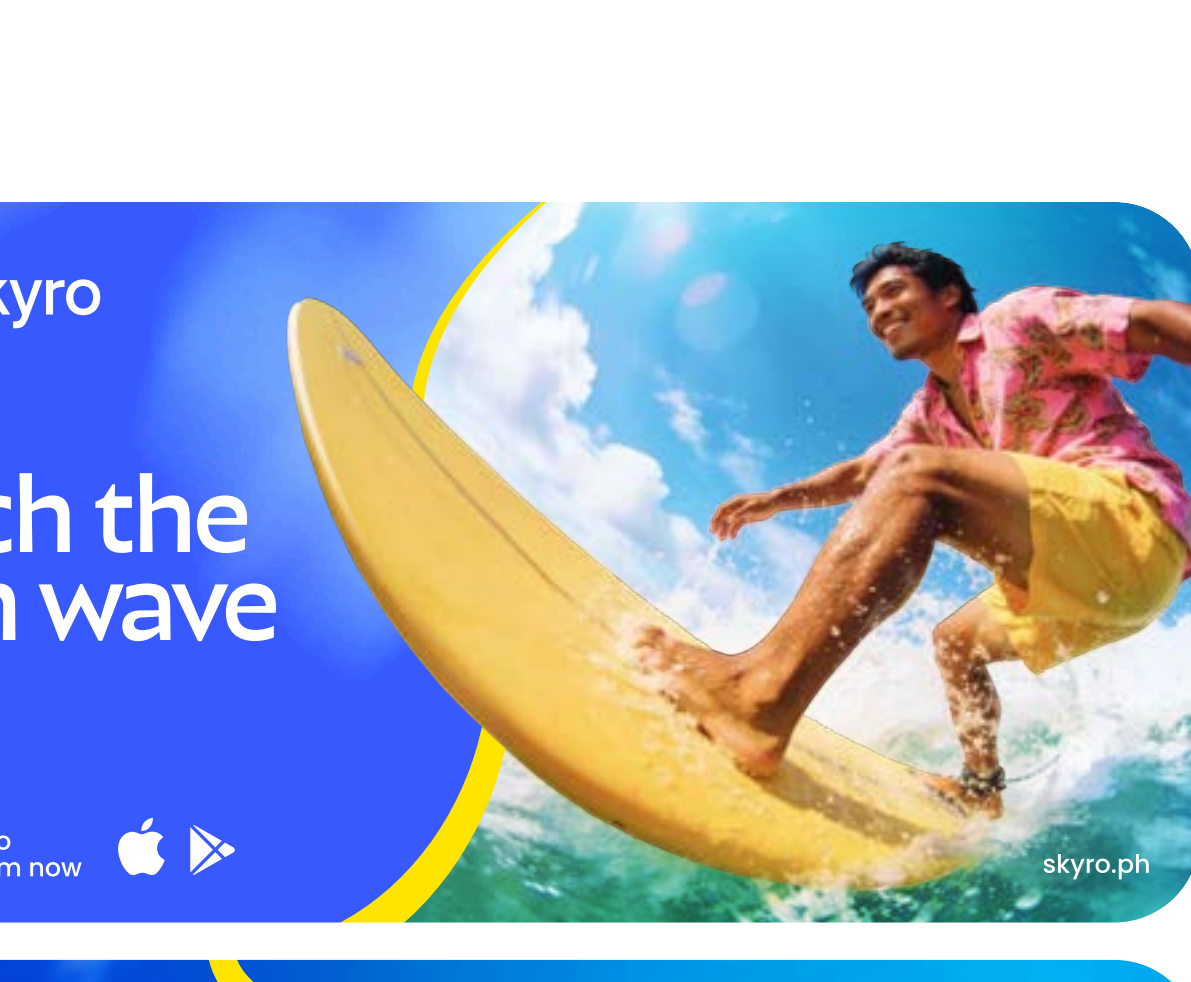


## Dynamics

Try adding dynamics to scenes for greater emotionality. You can use levitating objects and blurs to create dynamism

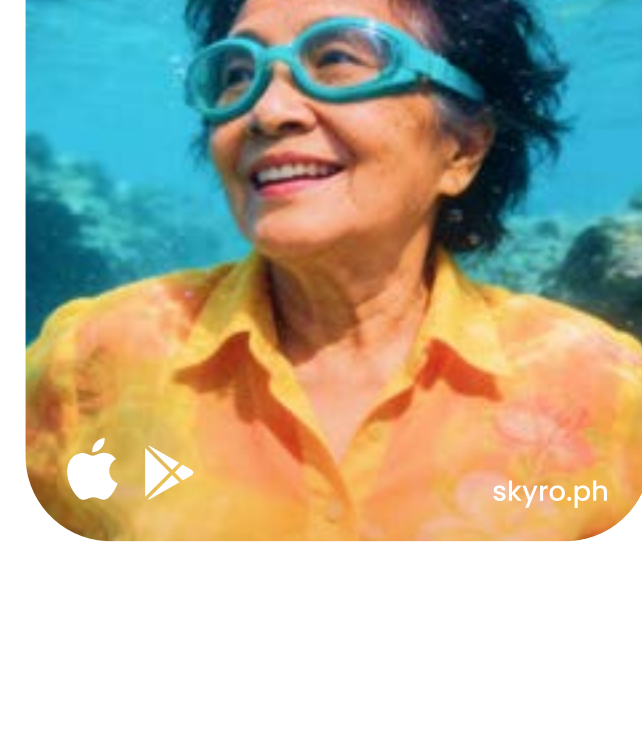
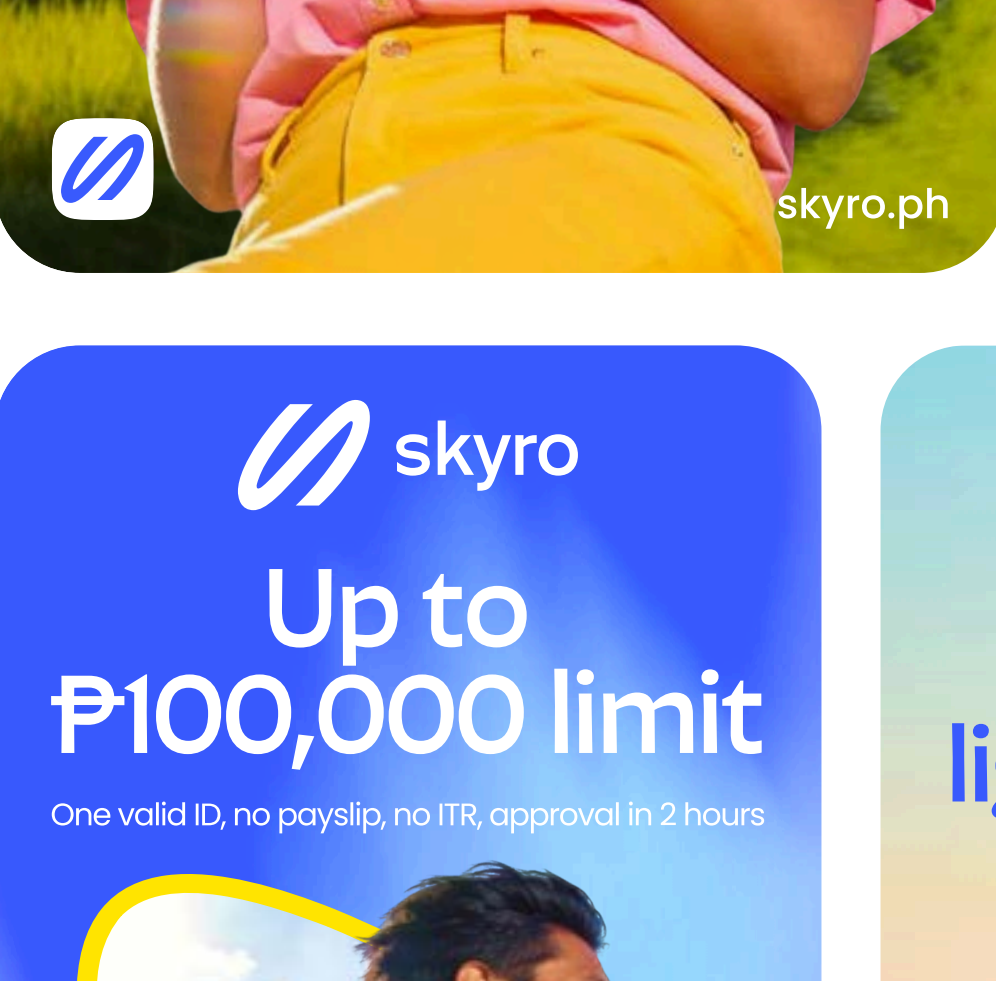


✓ Dynamic composition



✗ Low dynamic

## Content





# Malaysia

## Color

The Malaysian color palette is consistent with the global palette, so 100% of communications must use the Skyro main color.

Blue color should also be present in most communications to differentiate the Skyro from its competitors.

Bright lime color is used only for bright accent in design and in animation

 A color proof must be made before printing

### Skyro main

#395AFE  
RGB: 57, 90, 254  
CMYK: 78, 65, 0, 0  
Pantone 2728C

### Jungle

#1DB571  
RGB: 46, 191, 123  
CMYK: 100, 0, 22, 31  
Pantone 339

### Bright lime

#44FF00  
RGB: 68, 225, 0  
CMYK: 74, 0, 77, 16  
Pantone 802C

## Local textures

The Malaysian textures are based on local natural features. Textures of the mangrove trees, limestone caves, and other Malaysian features can be used. If necessary, textures can be supplemented depending on the context.

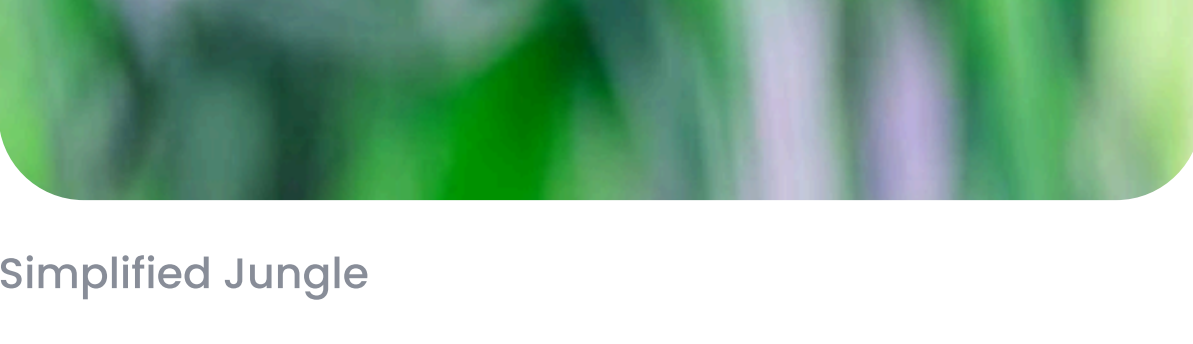
There are two types of textures: simplified and realistic. Simplified ones are used for complex photographs and scenes, while realistic ones are used for simpler layouts to add depth



Simplified leaf



Realistic leaf



Simplified Jungle



Realistic Jungle



Limestone caves



Steam in the tropics after rain

## How to use

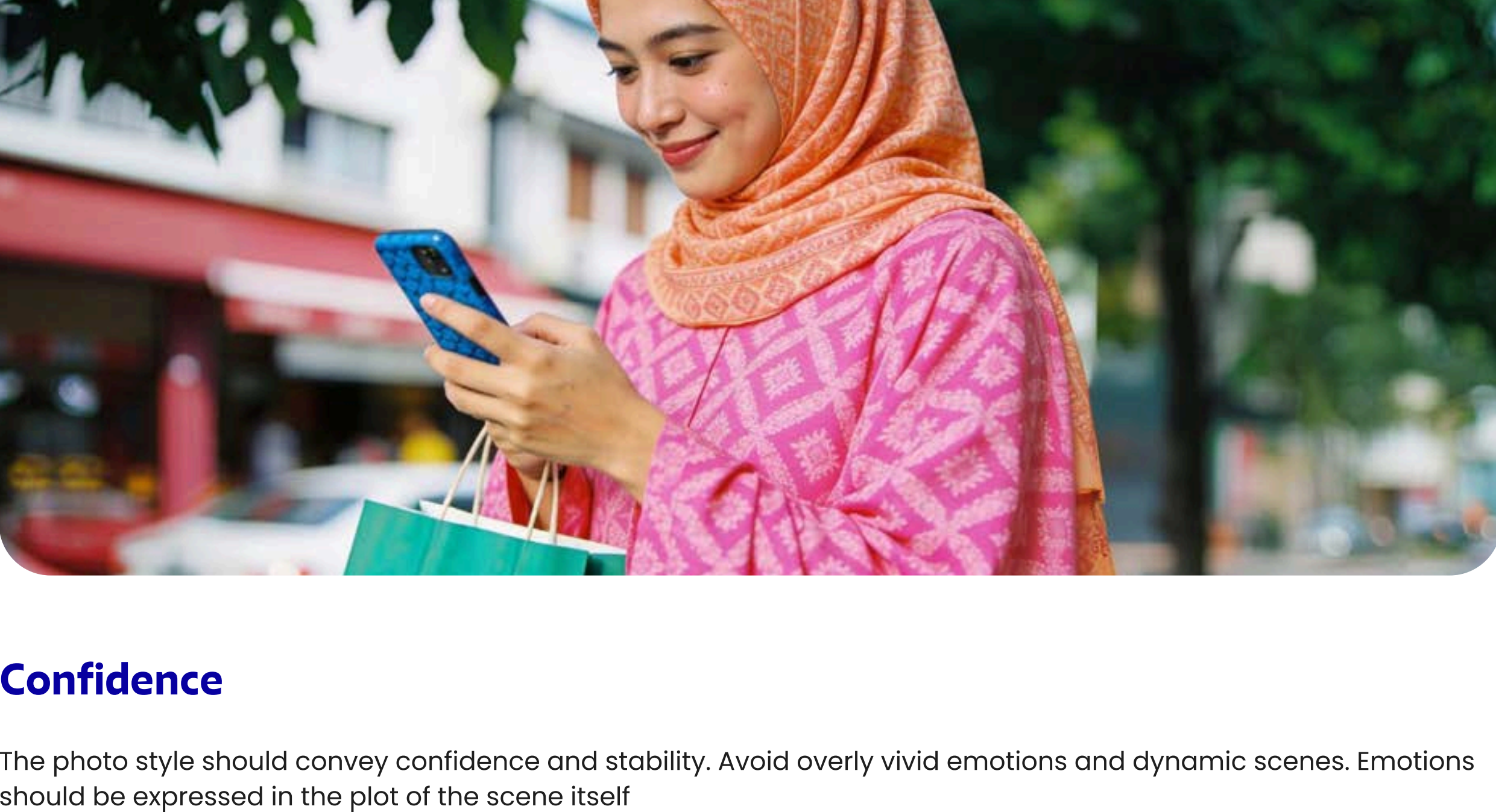
To preserve the principle of duality it is important:

- Textures should contrast with each other
- One of the textures must be close to the local color



## Photo

The photo style inherits the global style, but uses more restrained techniques, focusing on trust and locality



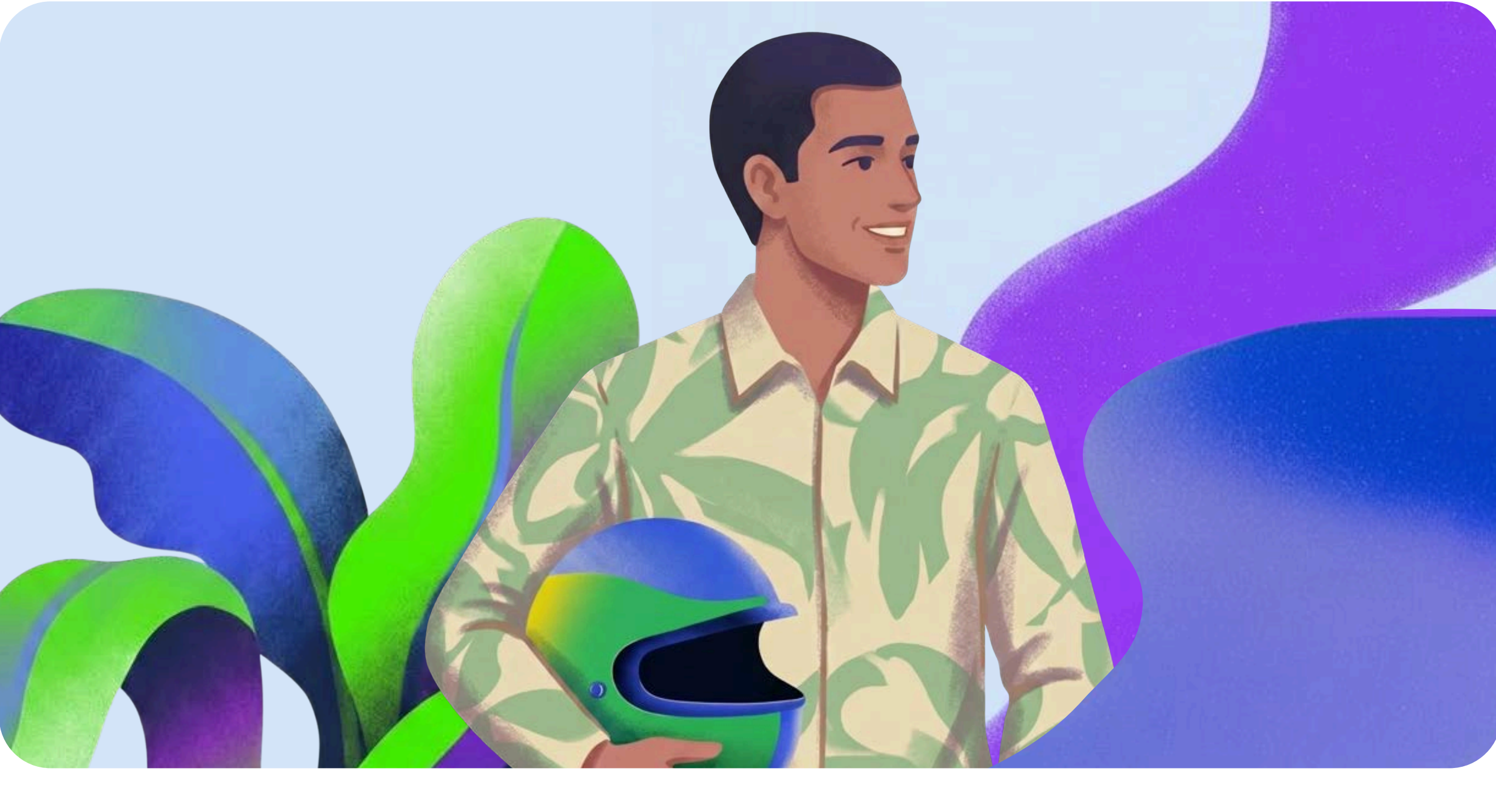
## Confidence

The photo style should convey confidence and stability. Avoid overly vivid emotions and dynamic scenes. Emotions should be expressed in the plot of the scene itself



## Illustration

The illustration inherits the global style, but adds a Malaysian palette and Malaysian themes



## Character

Take characters that are close to the Malaysian appearance, add Malaysian color palette in their clothes and accessories



Female



Male

## Textures

To make your visuals more emotional, use textures and patterns. This will make the visuals look more interesting



✓ Adding textures and patterns through Nanabanana



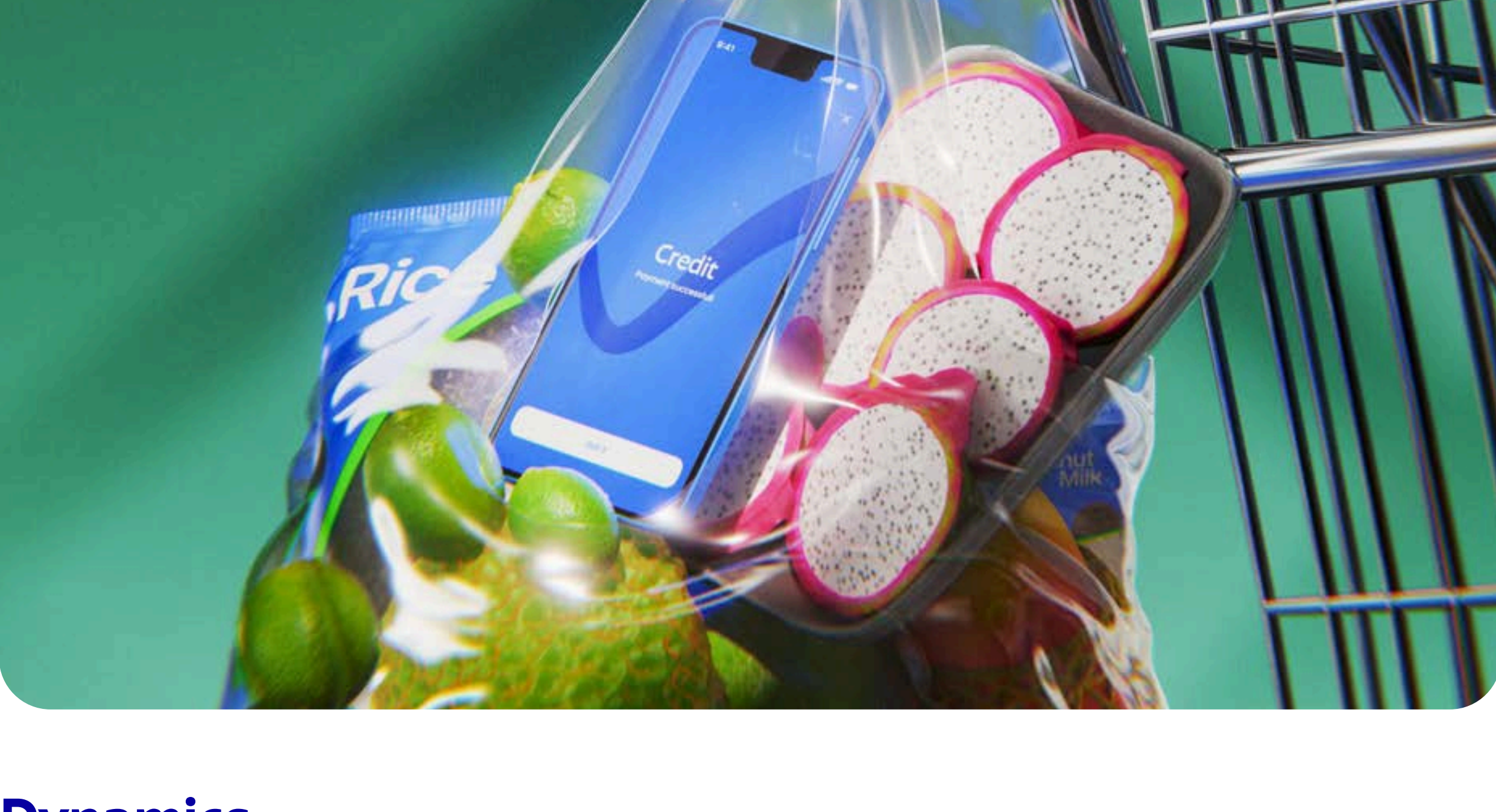
✗ Without patterns

## 3d-style

The 3D style inherits the Global style, but with some special features:

- Localization colors and blue can be used in visualizations
- Use local products (fruits, vegetables, branded packages similar to local ones), patterns, and natural phenomena that locals can see

[Download 3d-scenes](#)



## Dynamics

You should not use dynamic and too bright compositions in 3D scenes, give preference to more calm and understandable ones



✓ Calm composition



✗ Dynamic composition

## Content

