



Brand and Voice Guidelines

APRIL 2025



“The sky’s the limit”

idiom

There are no restrictions on potential achievements or possibilities. One can achieve anything they set their mind to, as there are no boundaries to what can be accomplished.



You are a brand steward.

As a part of the SkyIO family, you play a vital role in shaping the perception of our brand. As a SkyIO brand steward, this document serves as your compass for colors, logos, visual elements, tone of voice, and much more.

We encourage you to embrace our brand, safeguard its integrity, and showcase it in the most compelling and positive manner.



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01 Our Company

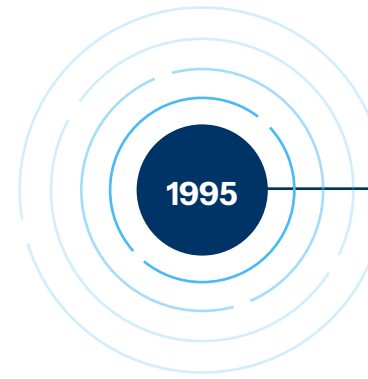
Discover SkyIO: Our Vision, Our Mission.



SkyIO's Founding Vision

Pursuing operational excellence for our clients and ourselves by inspiring people to be their best.

Founded in 1995, SkyIO (formerly A&E Engineering) is a forward-thinking systems integrator dedicated to delivering advanced industrial automation solutions that empower manufacturers across the United States to achieve operational excellence. With offices in North Carolina, South Carolina, and Idaho, SkyIO is committed to driving growth, elevating brand impact, and building a modern approach to sales and marketing.





Our Mission

Do great work, with great people,
for great people.

Empowering operational excellence
through a culture that unites technology
and humanity, fostering lasting growth
for our stakeholders, partners, and
the industrial community—all with a
commitment to innovation and integrity.



02 Boilerplate Statement

Boilerplate: The boilerplate serves as a consistent overview of a company and is a key part of a brand's messaging and overall marketing strategy.



Boilerplate Statement

The boiler plate, or about statement, is a standard statement used to describe our company in press releases, news features, or articles.

The boilerplate explains what SkyIO is and what we offer to our customers and prospects.

SkyIO is a leading systems integrator dedicated to transforming industrial automation for manufacturers across the United States. With a legacy dating back to 1995, we specialize in delivering innovative solutions that empower our clients to achieve operational excellence. Through cutting-edge technology, expert collaboration, and a steadfast commitment to integrity, SkyIO fosters sustainable growth and success for our partners, stakeholders, and the broader industrial community.

By uniting advanced automation with a people-first approach, SkyIO inspires manufacturers to elevate their operations and unlock new opportunities.

Visit us at SkyIO.com for the latest updates on our services and solutions.



03 Our Tagline

Brand Tagline: A memorable motto or phrase that's designed to serve as a permanent expression of your company's greater purpose and mission.



OUR TAGLINE

“Innovation Beyond Limits”

“Innovation Beyond Limits” reflects SkyIO’s relentless pursuit of progress. It embodies our commitment to pushing the boundaries of technology, continually advancing industrial automation, and empowering our clients to reach new heights. With a focus on sustainable growth and operational excellence, we challenge the status quo to shape a future where possibilities are limitless, and innovation knows no bounds.



04 Our Values

Company values: The set of guiding principles and fundamental beliefs that help a group of people function together as a team and work toward a common business goal.



Our Values

At SkyIO, we:

- Lead with Integrity
- Innovate
- Collaborate & Empower
- Prioritize Relationships

Lead with Integrity

We are known for our honesty, accountability, professionalism and fostering an environment of trust.

Innovate

We are not satisfied with “good enough” and challenge ourselves to professionally develop so we can leave a positive legacy that impacts the company, our customers, and our families.

Collaborate & Empower

We build together and value courage and teamwork. This fuels our progress.

Prioritize Relationships

We cultivate meaningful connections driven by empathy and mutual respect.



05 Social Media Guidelines

Social Media Guidelines: General rules of conduct to teach teams how to use social platforms responsibly and become positive champions of the brand.



Social Media Guidelines

Social media is an integral part of modern life. We want to encourage SkyIO employees to use social media in positive ways so we can build trust for future prospects, our customers, and our own teammates.

Use these guidelines when posting to social media:

1. Protect SkyIO and do not disclose private information. Disclose when opinions are your own.
2. Share your excitement about SkyIO and our customers' achievements, gratefulness for your customers and co-workers, and promote career opportunities with your audience.
3. Use the hashtag #SkyIO when appropriate and tag subjects of the content when relevant..
4. It's okay to use emojis if they are relevant to the topic.
5. Contractions are welcome. They make our voice more human.
6. Never use harsh, negative, or controversial language.
7. The occasional pun is okay, as well as an exclamation point or two.
8. When possible, always replace the image on links with the image provided by our graphic designers.
9. Never use harsh, negative, or controversial language. Use common sense, be respectful, and make smart decisions. SkyIO employees are expected to be wise when interacting on social media.



06 Our Logo

Logo: A graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition.



The Logo

The logo is the most recognizable asset of the SkyIO brand, working well at large and small scales for both print and digital mediums. It's essential for our brand that the integrity of the logo is maintained and applied with care, to solidify the success of the brand.

LOGOTYPE



This is our primary logo. The SkyIO logo showcases a modern and innovative design, with the 'SKY' presented in clean, separate letterforms to symbolize openness and limitless possibilities. The 'iO' is enclosed within a unique quadrilateral shape, representing structure and precision.

This combination highlights SkyIO's fusion of creativity with cutting-edge technology, encapsulating a forward-thinking, boundary-pushing approach to innovation.

LOGO COLORS

The primary logo is in ■ Industrial Blue #003366 and ■ SkyIO Blue #6bb9f0

LOGOMARK



The logomark features the SkyIO 'S' enclosed within a square that combines two opposing right angles with two opposing rounded corners

USAGE

It should only be used in circumstances where the full logo cannot be utilized, such as social media profile pictures.



Logo Variations

To maintain consistency from a visual standpoint, the three logo color variations to the right have been established to represent the SkyIO brand.

COLOR VARIATIONS

The SkyIO logo has two separate versions:

1. Full Color (primary logo)

2. Invert (for dark backgrounds)

3. Single color logos in
□ White #FFFFFF and
■ Black #000000 for dark and light backgrounds where color can't be printed.

The primary logo should be used whenever possible unless the background deems it difficult to read.

1. Full Color (primary logo)



2. Invert logo



3. White logo



Black logo





Logos and Backgrounds

The full color SkyIO logo should be utilized whenever possible. In cases where the colors of the logo conflict with the colors of the background, use the secondary logo color variation to ensure readability.



FULL COLOR LOGO

On lighter or white backgrounds use the primary logo.



INVERT LOGO

On backgrounds where Industrial Blue gets lost visually but SkyIO Blue still stands out, use the invert logo version.



WHITE LOGO

On backgrounds where both Industrial Blue and SkyIO Blue gets lost visually use the white logo version.



BLACK LOGO

On light backgrounds where color won't be printed use the  Black #000000 logo version.



Logos Clearspace

The SkyIO logo must be displayed clearly and preserve a minimum space around its edges to maintain readability. The minimum space requirements are designed to maintain visibility of the logo wherever it is used.

GUIDELINES

When you're using the logo with other graphic elements, make sure you give it some room to breathe.

The empty space around the logo should be at least the equal half amount of the height.





Unacceptable Logo Usage

The logo is the brand's most important asset. It should always reflect the brand in a consistent, expected way, and be reproduced in accordance with the original logo artwork.

EXAMPLES

Do not apply a drop-shadow to the logo.

Do not stretch, arch, distort or warp the logo.

Do not outline the logo.

Do not apply any additional colors to the logo or apply a gradient to the logo.





07 Brand Colors

Brand colors: A specific palette associated with a brand or product, connecting with consumers on a deeper psychological level, creating brand



Brand Colors

Our primary color palette consists of monochromatic blues, in keeping with the SkyIO theme of simplicity.

The primary color palette should be used to make a first impression with audiences who may be interacting with the SkyIO brand for the first time.

HEX: #003366
RGB: 0, 51, 102
CMYK: 100, 83, 33, 23

Industrial Blue
Hero Color

HEX: #4BBAF4
RGB: 74, 186, 244
CMYK: 59, 10, 0, 0

SkyIO Blue
Hero Color

HEX: #CED7DF
RGB: 206, 215, 223
CMYK: 18, 10, 7, 0

Steel Grey
Supporting Color

HEX: #FFFFFF
RGB: 225, 225, 225
CMYK: 0, 0, 0, 0

White
Supporting Color

HEX: #181E36
RGB: 24, 30, 54
CMYK: 91, 83, 49, 59

Oxford Blue
Supporting Color



Secondary Brand Colors

Additional brand colors have been identified to support the core brand.

Steel Grey
HEX: # CED7DF

HEX: #E5E8EC

HEX: #F2F4F6

Technology Teal
HEX: #008080

HEX: #43BFBB

HEX: #CAE5E3

Forest Green
HEX: #228B22

HEX: #6CD36C

HEX: #CFE8CF

Idea Yellow
HEX: #FFC107

HEX: #FFDE8A

HEX: #FFFBE9



Color Proportions

Brand colors should be used with the correct proportions in mind in order to shape a consistent brand look and feel. Use the follow guide to apply colors to designs.



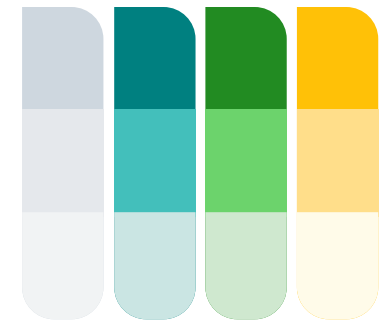
PRIMARY COLOR USAGE

Industrial Blue and SkyIO Blue are the primary brand colors and should be used most often on covers, accents, boxes, and within design elements. It's important to promote Industrial Blue and SkyIO Blue as much as possible.



SUPPORTING COLORS

Supporting colors support the primary brand colors. These colors round out the core brand look and feel. Steel Grey and White can be used as background for primary elements while Oxford Blue is used for text.



SECONDARY COLORS

The secondary colors are used minimally as accents lines, on boxes, and within design elements to help illustrate ideas. The secondary greys can be used as backgrounds. The secondary colors are bright and it's important to be aware of readability and contrast issues. Yellow is only used for primary CTAs.



Gradients

Gradients in the brand should be subtle and modern, blending complementary or analogous colors to create depth and energy. Use them sparingly to enhance key elements like backgrounds. Stick to soft transitions for a clean, professional look.

■ Oxford Blue to ■ Industrial Navy at 45°





08 Typography

Typography: The art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader through font style, appearance, and structure.



Typefaces

Instrument Sans

The primary typeface is Instrument Sans.

Instrument Sans is a geometric sans serif typeface working well across digital platforms. Instrument Sans should be used for all applications print and digital, when the typeface is accessible. To establish visual hierarchy, readability, and impact, follow the guide to appropriately utilize the typeface.

INSTRUMENT SANS

For Instrument Sans, we are utilizing the stylistic version featuring round dots and a single-story “a” to emphasize a modern, approachable tone.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The quick brown fox jumps
over the lazy dog

TO ENABLE THESE STYLISTIC ALTERNATES:

Adobe Illustrator/Photoshop/InDesign: Go to the OpenType panel, enable “Stylistic Sets,” and select the appropriate set for round dots and the single-story “a.”

Microsoft Word: Access the font’s advanced typography features through the “Font” menu under “Advanced.”

Figma/Canva: Use the typeface’s variant options or check for stylistic settings in the text properties.



Instrument Sans Type Styles

The primary typeface is Instrument Sans.

Establish hierarchy by varying size, weight, and spacing. Headlines should be bold and large, drawing attention, while subheadings are slightly smaller with a medium weight. Body text should use lighter weights for readability. Maintain consistent alignment and spacing to guide the viewer naturally through the content.

Micro-Title

Instrument Sans
All Caps, 100 Tracking

SKYIO TYPOGRAPHY GUIDELINES

Title/H1 Heading

Instrument Sans
Semi-bold
Mixed, 0 Tracking

Bridge The Gap Between Physical IO And The Cloud

H2 Heading

Instrument Sans
Semi-bold
Mixed, 0 Tracking

Bridge The Gap Between Physical IO And The Cloud

H3 Heading

Instrument Sans
Medium
Mixed, 0 Tracking

Bridge The Gap Between Physical IO And The Cloud

H4/Intro Paragraph

Instrument Sans
Regular, Mixed, 0 Tracking

We are a software company, who knows the intricacies of the industrial space because we have lived in it.

H5 Heading

Instrument Sans
Bold, Mixed, 0 Tracking

Bridge The Gap Between Physical IO And The Cloud

Paragraph

Instrument Sans
Regular, Mixed, 0 Tracking

We are a software company, who knows the intricacies of the industrial space because we have lived in it. **Instrument Sans Bold for emphasis or call-outs.**



Typefaces

Arial

The alternative typeface is Arial.

When Instrument Sans is unavailable, substitute it with Arial to maintain a clean and professional look. Arial's simple, sans-serif design ensures consistency across platforms or programs that do not support Instrument Sans.

ARIAL

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

The quick brown fox jumps
over the lazy dog



Arial Type Styles

The alternative, or back up, typeface is Arial

Arial is the backup default typeface when the primary brand typeface is not available.

Arial should be used only when Instrument Sans is unavailable.

Micro-Title

Arial
All Caps, 100 Tracking

SKYIO TYPOGRAPHY GUIDELINES

Title/H1 Heading

Arial Bold
Mixed, 0 Tracking

Bridge The Gap Between Physical IO And The Cloud

H2 Heading

Arial Bold
Mixed, 0 Tracking

Bridge The Gap Between Physical IO And The Cloud

H3 Heading

Arial Bold
Mixed, 0 Tracking

Bridge The Gap Between Physical IO And The Cloud

H4/Intro Paragraph

Arial Regular
Mixed, 0 Tracking

We are a software company, who knows the intricacies of the industrial space because we have lived in it.

H5 Heading

Arial Bold
Mixed, 0 Tracking

Bridge The Gap Between Physical IO And The Cloud

Paragraph

Arial Regular
Mixed, 0 Tracking

We are a software company, who knows the intricacies of the industrial space because we have lived in it. **Arial Bold for emphasis or call-outs.**

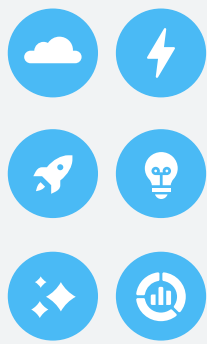


9 Brand Visuals

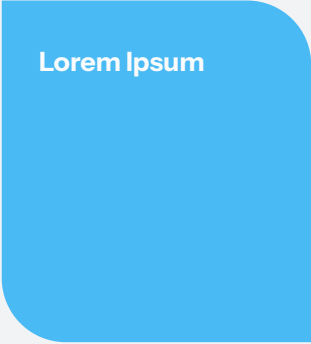
Brand visuals: All of the brand's imagery and graphical information that expresses who a brand is and differentiates it from all the others.

Brand Visuals

Visuals used to represent the SkyIO brand include photography, collages, graphical elements, shapes, product mockups, and illustration. Together, this mix of visuals creates a diverse yet cohesive brand appearance for SkyIO across all channels.



Lorem Ipsum

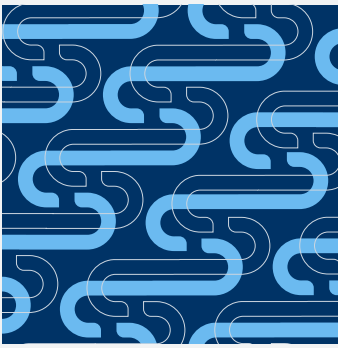
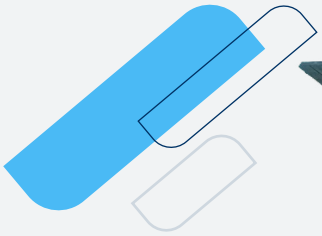


- MICRO-TITLE
- MICRO-TITLE
- MICRO-TITLE
- MICRO-TITLE



- Contact us >
- Learn more >

Hyperlink >
Hyperlink





Brand Visuals (on Dark)

Visuals used to represent the SkyIO brand include photography, collages, graphical elements, shapes, product mockups, and illustration. Together, this mix of visuals creates a diverse yet cohesive brand appearance for SkyIO across all channels.



Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

MICRO-TITLE

MICRO-TITLE

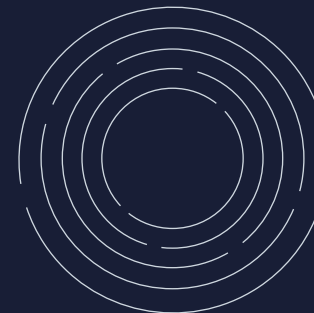
MICRO-TITLE

MICRO-TITLE

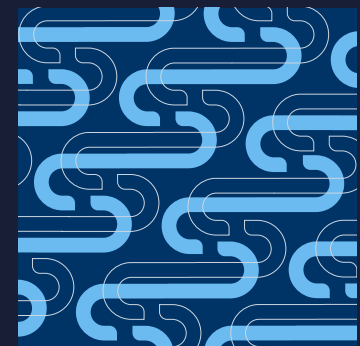
Contact us >

Learn more >

[Hyperlink >](#)
[Hyperlink](#)



“



Several specific box styles are used in the SkyIO brand. The stylizing of these boxes is specific and following the guidelines ensures consistency across the brand.

Boxes are used to accent specific text and information such as paragraphs, stats, or quotes.

Boxes should always have two opposing right angled corner and two opposing rounded corners if it is used as a stand-alone.

Lorem Ipsum

Lorem Ipsum

**SOLID
COLOR FILL**

The box shape here is filled with a solid color. Corners on the box shape are rounded to 20px.

Lorem Ipsum

Lorem Ipsum

**OVERLAP
OUTLINE**

Overlap outline boxes should both have a white fill color with a 1-2pt outline.

Lorem Ipsum

**OVERLAP
SHADOW BOX**

Overlap drop shadow boxes should have a white fill color, 1-2pt colored outline and 2.5px x and y offset. The background box is placed to the right and below and should have a Steel Grey #CED7E1 fill.



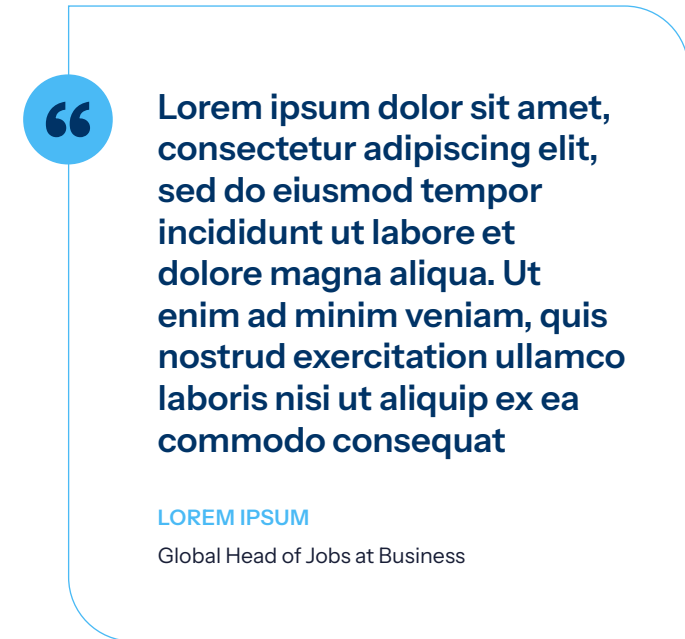
Special Uses

Styling boxes in special use cases



CONTENT BOXES THAT SPAN EDGE OF PAGE

The box shape here is filled with a solid color. Corners on the box shape are rounded to 10px, one side of the box spans off the page to only show two rounded edges. This case is typically used on printed collateral.



QUOTE BOXES

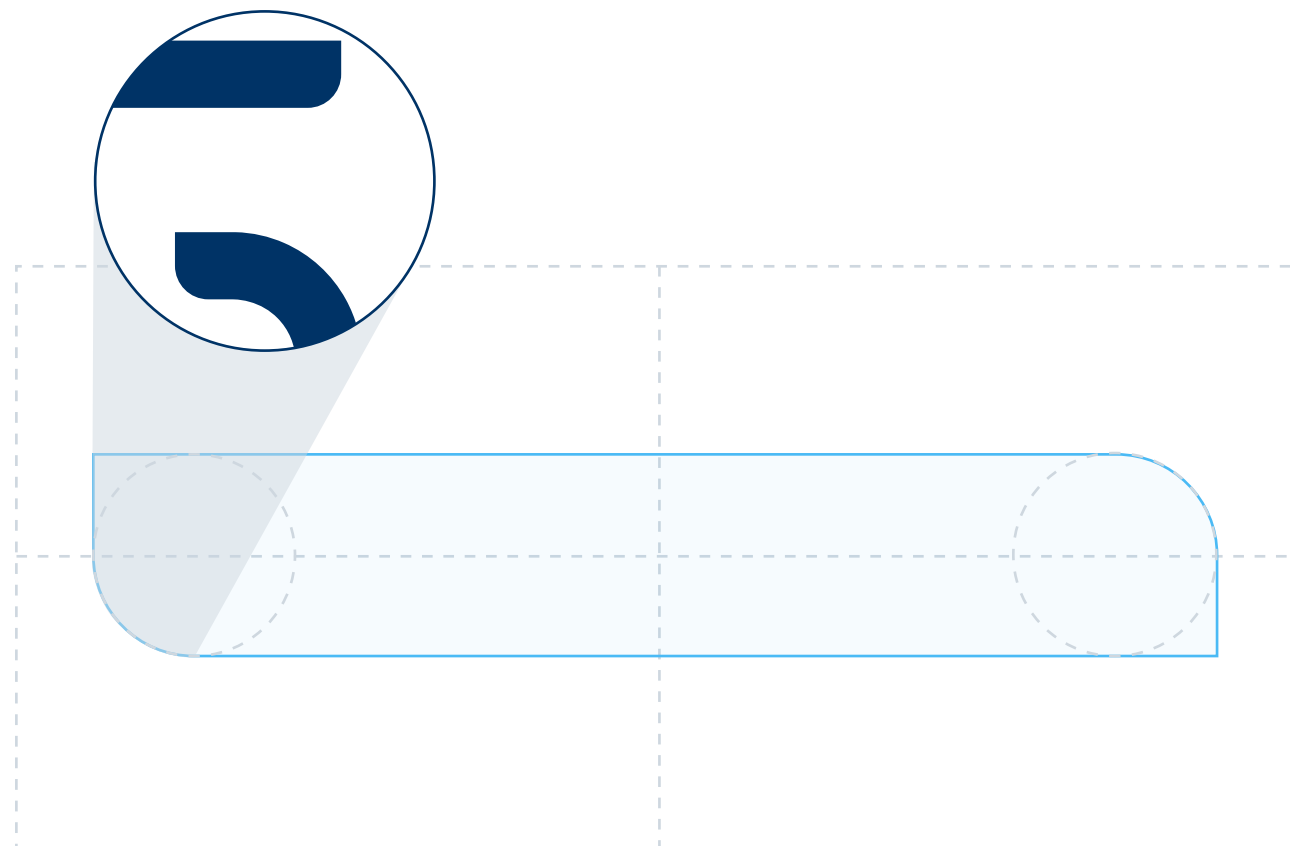
Since the squircle is used here to signify that it's a quote. Use overlap drop shadow boxes with all 4 rounded edges. Overlap drop shadow boxes should have a white fill color, 1- 2pt colored outline and 2.5px x and y offset. The background box is placed to the right and below and should have a fill color that is the same or lighter than the the front box.



Elongated Leaf Elements

The elongated leaf plays off of the letter shapes in our logo and symbolizes geometric shape that seamlessly combines the elegance of a circle with the practicality of a square.

Rounded edges should never reach past horizontal center line of the rectangle.





Elongated Leaf Elements

APPLICATION

Using a combination of outlined shapes, the leafs can be overlapped tastefully to create movement and energy on a page or in a collage. Shapes should always be rotated at a consistent angle, ideally 40° or 50°, throughout the webpage, image, or document.

The elongated shape is used in a multitude of color combinations and is used to create movement and energy on a page or in a collage.

ON DARK

Outline:

- Steel Grey #CED7E1
- Oxford Blue #181E36

Solid:

- Industrial Navy #003366
- White #FFFFFF at 5% or 100% (either or, but never used together)
- SkyIO Blue #4ABAF5

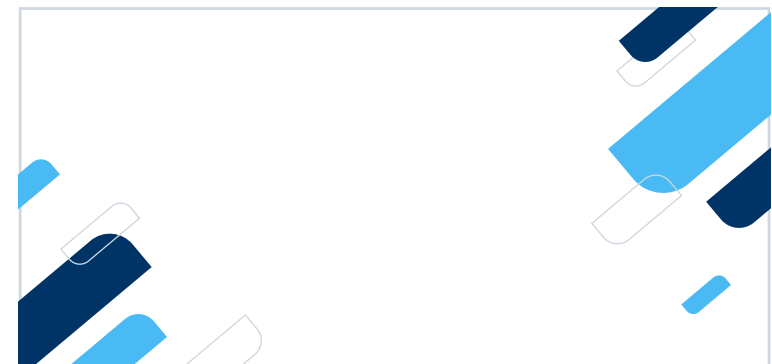
ON LIGHT

Outline:

- Steel Grey #CED7E1

Solid:

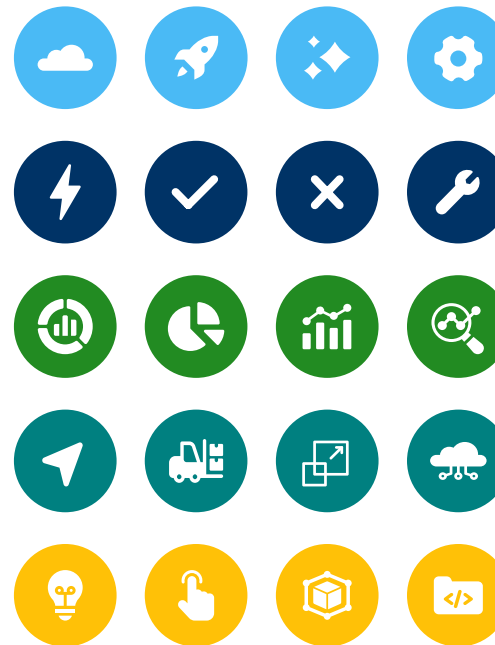
- Industrial Navy #003366
- SkyIO Blue #4ABAF5





Iconography

SkyIO iconography is bold, colorful, and intuitive. Using clean and simplified visuals, the icon system creates the perfect balance of minimalism and energy.



DOT ICONS

This icon system creates the perfect balance of minimalism and energy with a color background and all white icon graphic.



STANDALONE ICONS

SkyIO icons are minimalistic and feature simple shapes. They are clean and modern, emphasizing clarity and functionality, aligning with themes of innovation, technology, and efficiency.



Photography

SkyIO brand photography and videography speaks to our audience in the business, industrial, manufacturing, and transformation leader space.

Imagery should convey realistic, positive emotion as well as convey professionalism, engage the viewer, and depict real situations in a fresh, natural way.



FRAMING

Approved images can be placed in Leaf or box frames, occasionally featuring elements that extend past the frame.





Photography Cut-outs

This design element isolates subjects from their backgrounds, creating clean, dynamic visuals. This technique is ideal for highlighting people, products, or key visuals, aligning with the brand's clean and professional aesthetic.





Photography Overlays

Overlays add depth and visual interest to images while ensuring text or design elements remain legible.

These treatments use should be used sparingly for things such as headers.

■ Industrial Navy at 75% opacity



■ Technology Teal at 75% opacity



■ Steel Grey at 75% opacity



■ SkyIO Blue at 75% opacity





Collages

Photo and illustration collages are used to showcase a stylized version of the product while introducing diverse groups engaging in collaborative projects, high-level features or statistics, and brand visual elements such as the squircle, boxes, icons, and pops of color for some fun energy.



Photo collages should utilize approved stock photography displaying positive, diverse people or group collaboration. Iconography should be added to introduce movement. Occasional cutouts of the stock imagery may extend past the frame.



Collages

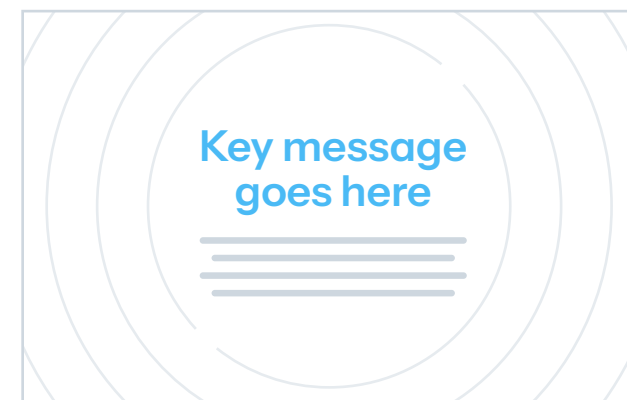
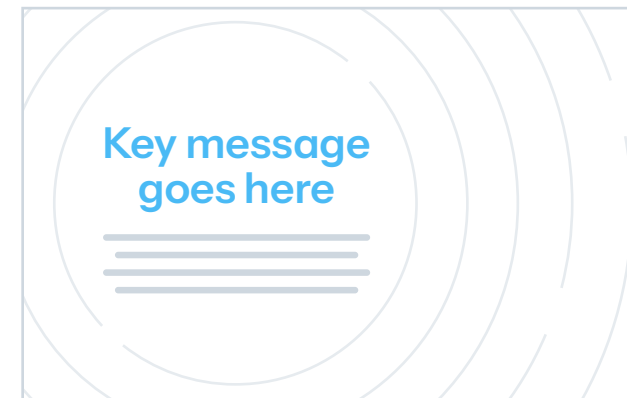
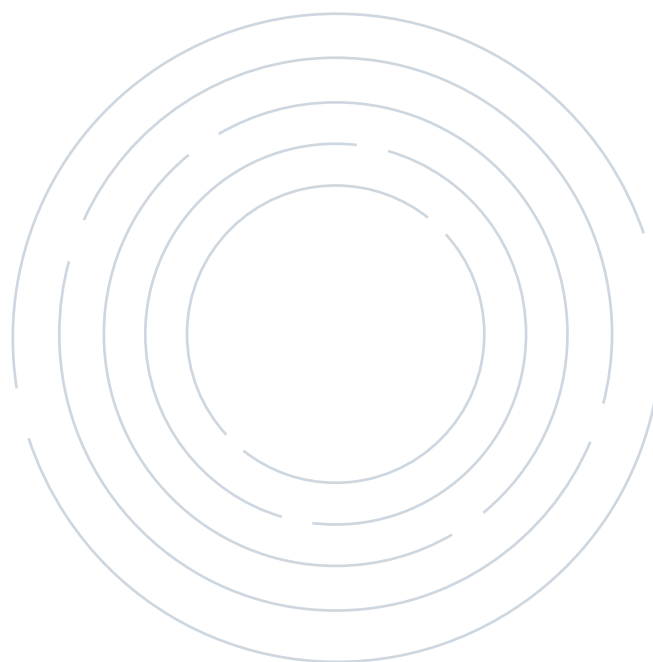
Photo and illustration collages are used to showcase a stylized version of the product while introducing diverse groups engaging in collaborative projects, high-level features or statistics, and brand visual elements such as the squircle, boxes, icons, and pops of color for some fun energy.





Concentric Circles

This branding element subtly emphasizes focus and connection. Used sparingly, the concentric circles draw attention to key points, providing visual hierarchy while maintaining a clean and professional aesthetic.



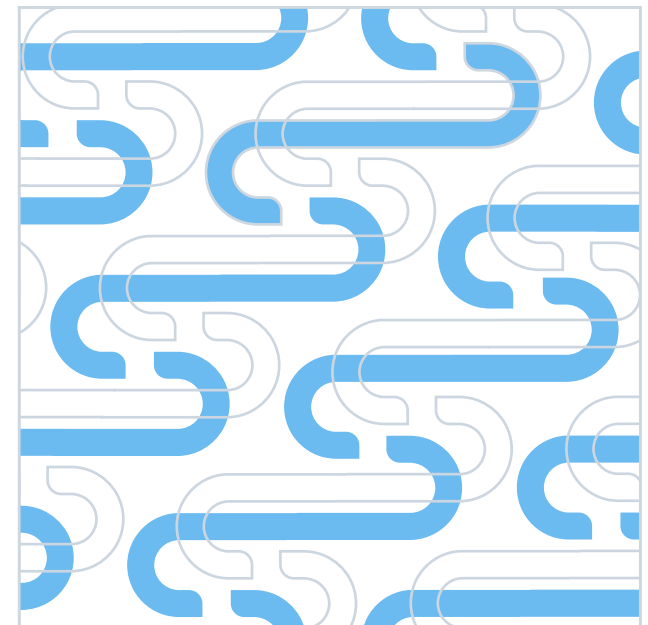
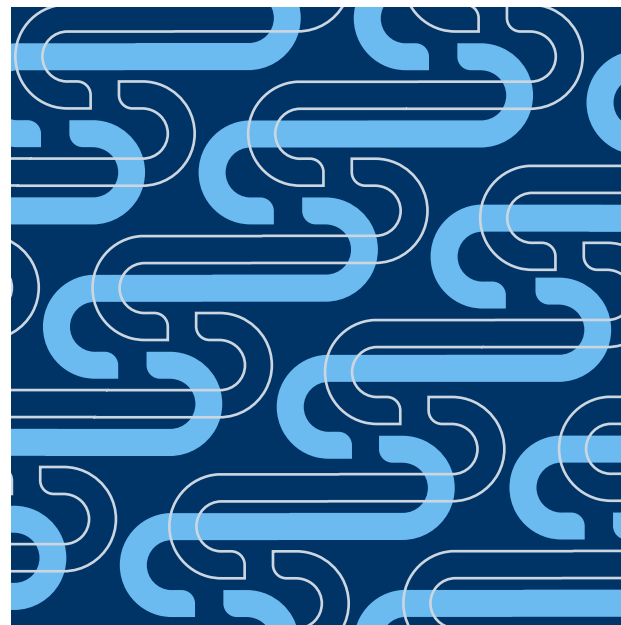


SkyIO Pattern

The SkyIO pattern comprises a series of intertwining 'S' from the logo. It symbolizes the notion of continuous transformation and interconnectedness.

Usage

This pattern is to be used for printed branded materials or as a backdrop.





Call-To-Action Buttons

Call-to-action buttons, or CTAs, use specific colors to match our brand and to be accessible to viewers.

Use the following button styles for primary, secondary, and tertiary call-to-action buttons.

PRIMARY

For hard sell call-to-actions

Font: Instrument Sans, Semi-bold

SECONDARY

For soft sell call-to-actions

Font: Instrument Sans, Semi-bold

TERTIARY

For resource or blog call-to-actions

Font: Poppins, Medium, All Caps

On Light Backgrounds

Contact us ›

Contact us ›

— hover state —

Contact us ›

Contact us ›

— hover state —

MICRO-TITLE

Learn more ›

Learn more ›

— hover state —

On Dark Backgrounds

Contact us ›

Contact us ›

Contact us ›

Contact us ›

MICRO-TITLE

Learn more ›

Learn more ›



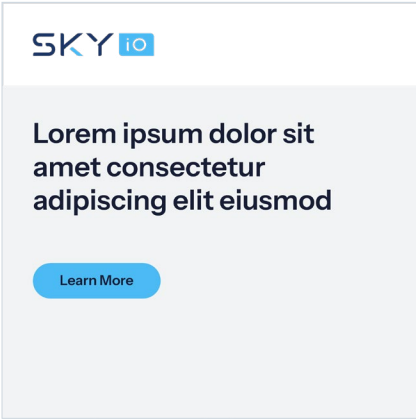
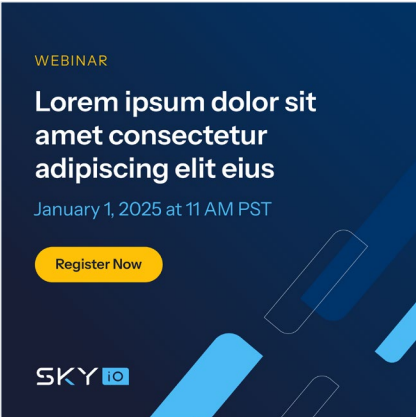
10 Brand Templates

Brand templates: Assets designed to enable users to create brand-compliant, locally relevant marketing materials and communications or to represent the company in a consistent way.



Social Media Posts

These templates provide a consistent, visually appealing framework for brand messaging across platforms.





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