



[Brutally Honest]

Brand Rulebook



Short intro

Let's cut to the chase, no b.s.

This is the **Sky Blazers** brand rulebook, it's short enough for anybody to read. It's as straight to the point as it can be, to the extent one may feel offended by its brevity. To quote "Ekin" (Nike from the Bizarro world); ***"Just don't!"***

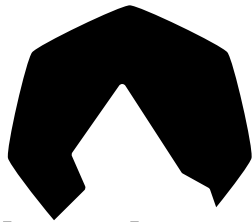
Nothing is personal, just follow the goddamn rules and everybody will be happy. If you don't like it, go for a run.

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Visual style & identity



Sky Blazers

R U N N I N G

Logo overview

A brief description about it.

If you haven't noticed it yet, the logo is a mountain cutout on a heptagon (7 sides) shape, obviously playing with negative space. It pays homage to the group birthplace at Tromsø Sky Race. Here are some curiosities and thoughts behind this *amaazing* creation:

- The mountain is an oversimplified — and a bit over-styled — version of Hamperokken peak (its topographic prominence) in Tromsø, where the founding fathers did their first race originating the Sky Blazers.
- If you push the capabilities of your imagination in this spacetime universe you will notice that the left side of the peak is an **“S”** and its right side a **“b”**.
- A heptagon? Well, 3 would mean keeping the triangle from the old version, 5 was too few, 9 too much, therefore 7 is *the* number. Besides, 7 is everybody's lucky number — and if your lucky number is not 7, you're not lucky enough.



In the clouds logo



Horizontal label

Alternative versions

One design doesn't fit it all.

A vintage like version of our logo, the “In the clouds” logo is a fun alternative to be used on larger sizes, or whenever the “solid” logo feels too “square”, or too boring to be used. Because of its alternating lines, its use should be avoided at reduced sizes, as it gives out a poor reading and a bad quality / low resolution impression. *Let's not make the logo look like sh*t. Yay! — everybody claps...*

In writing

The proper way to write

Whenever writing our name it shall be done as title case, all words are capitalised (the first letter is a capital letter):

Sky Blazers, that is the word “Sky” followed by a “ ” (blank space) and the word “Blazers”.

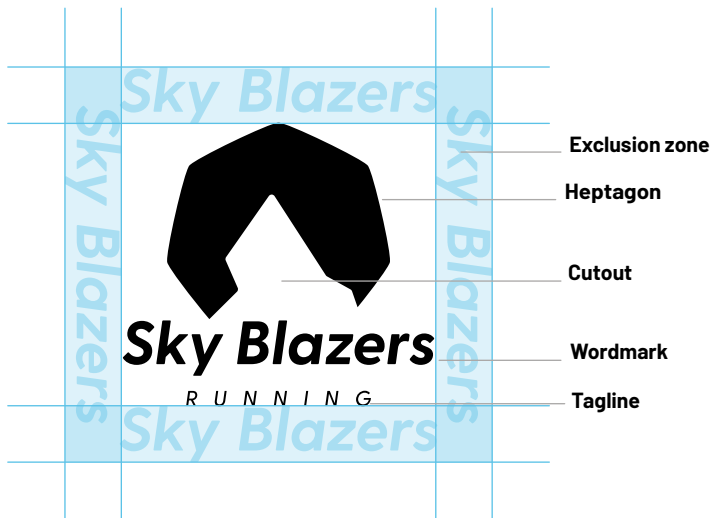
It *shall never* be written *SkyBlazers*, or *skyblazers*, or *Sky blazers*, or *Skyblazers*, nor *sky Blazers*, you get the point.

What about all caps or all lowercase?

In a body of text both styles should be completely avoided. They can be used in a special contexts such as part of an artistic expression, as in an advertisement, where the expression “begs” for the breaking of all rules.

A note about “Running”

The word “Running” is present in the logo, shouldn't it be written then? The reason the word makes its presence is more of a case of making it clear to anyone that we are a running team. The use of only the wordmark would potentially generate doubts about the meaning behind it. Therefore, when writing, “running” can be dropped since the context should make it clear enough that we are all about running.



Anatomy

Knowing the bits and pieces.

Imagine this: “You’re running with tight shoes, too big shorts, too thick socks...” you get the picture, that’s *no bueno*. Knowing your body size and quirks will make your run better, of higher quality.

Exclusion zone

Nothing should be inside this area, it’s radioactive. This is to avoid other elements to blend in with it and damage its immeasurable beauty and recognition. The distance is the full height of the wordmark.

Heptagon

The heptagon has slightly rounded corners so it appears to be more friendly.

Cutout

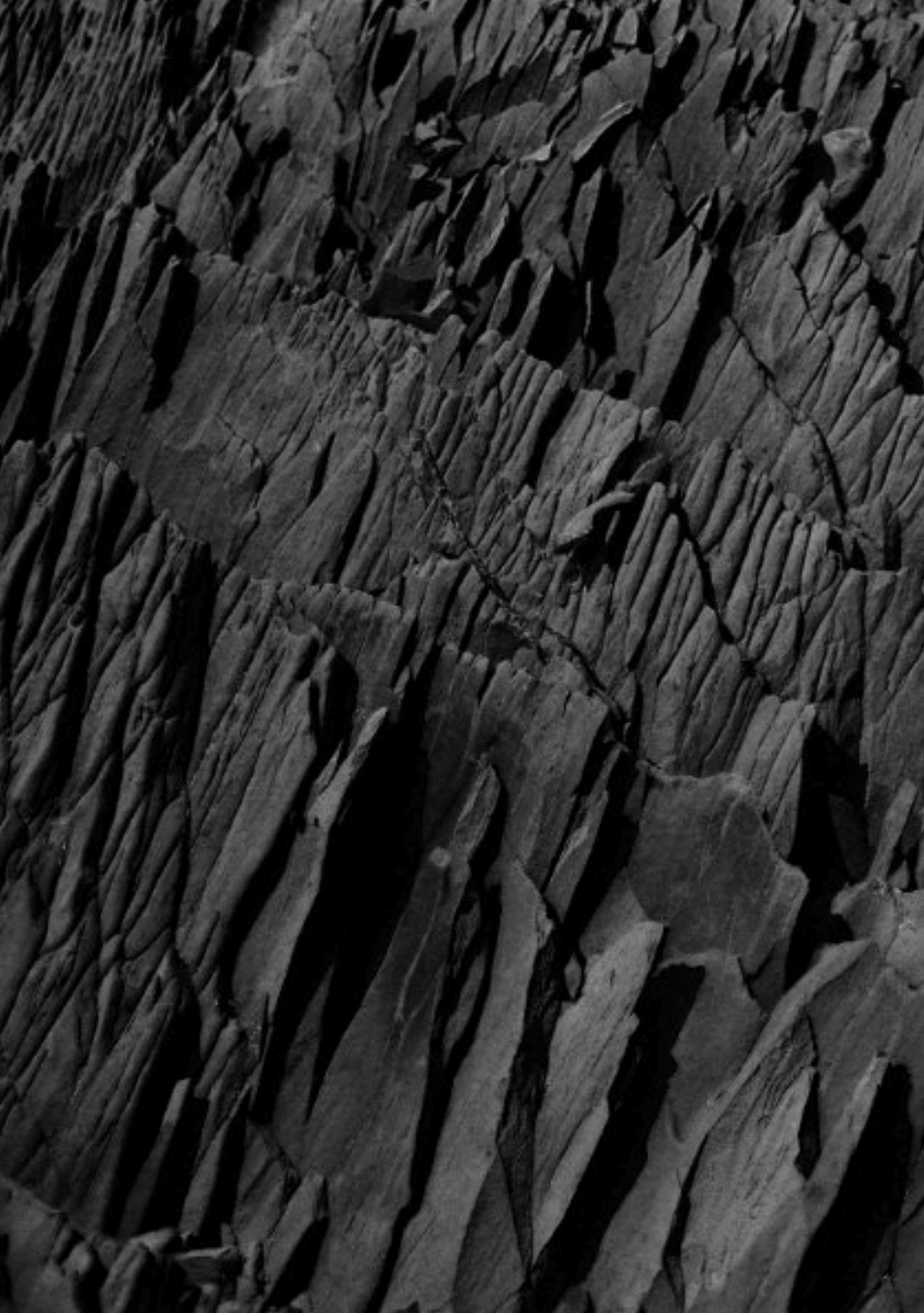
Styled version of the Hamperokken peak.

Wordmark

Sky Blazers wordmark in its distinct typeface.

Tagline

The word “running” is present to help solidify and give quick understanding what Sky Blazers is all about.



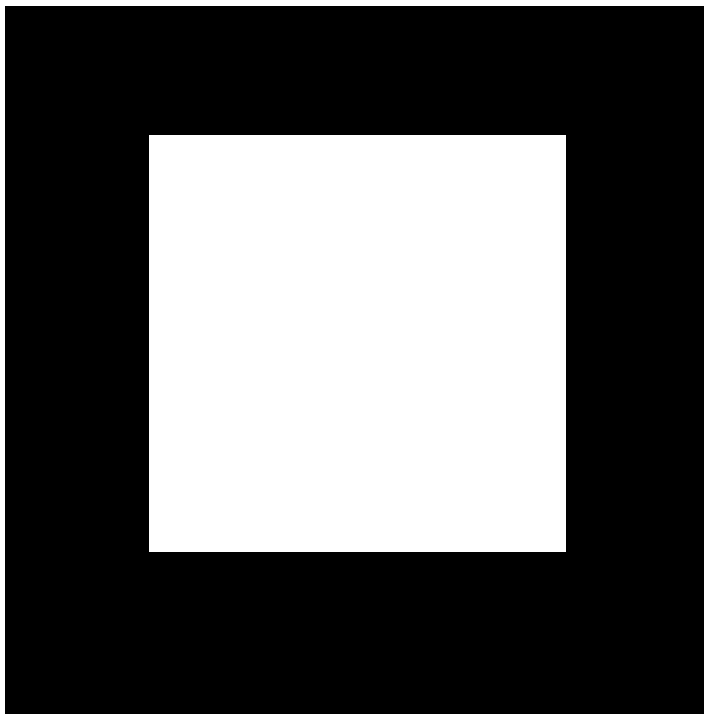
Colours



Primary palette

It's black & white, or white & black.

The logo is black, or white if on a dark background. That's it.
No other colours, any other colour is provided by nature.



Secondary palette

But wasn't it black & white?

What about all the “*colour is provided by nature*” crap? Well, in some cases there will be a need to use some colours to differentiate and give cohesion (unit) to the whole brand. Better define one then.

RGB **CMYK** **PANTONE+ C**

Winter



R 91
G 194
B 231



C 60
M 2
Y 2
K 0



2985 C

Spring



R 108
G 194
B 74



C 62
M 20
Y 85
K 0



360 C

Summer



R 255
G 158
B 27



C 0
M 47
Y 90
K 0



1375 C

Autumn



R 205
G 84
B 91



C 15
M 78
Y 54
K 1



7418 C





Typo- graphy

Our types

The “typeface” is a thing easily overlooked until someone uses Comic Sans.

Many may not bother, but one can only realise how important typefaces are for a brand when the wrong one is chosen. Let’s say you look at an Apple advert and it’s using the infamous Comic Sans. Immediately you’ll notice that something is not right, and will disassociate it from being a real Apple ad. This is true for Google, IKEA, or any respectable enterprise. The visual system they’ve created helps us associate their brand with a standard. When combined with other brand elements, it reinforces their recognition sticking to our brains like superglue. The Sky Blazers identity is augmented when using our chosen typefaces with our visual system.

The typefaces

For headings

Barlow Family

For body copy on print

IBM Plex Sans Family

For body copy on screen

IBM Plex Mono Family

Baseline rule

All sizes should ALWAYS — note the all caps — follow this rule: the type size is a multiple of **4** and the leading multiple of **6**. So, a text sized 8pt. would have a 12pt. leading, a 12 – 18pt., 16 – 24 pt., and so on... As sizes get bigger, it might be necessary to adjust the distance between text lines (leading), as they spread too far for our eyes. Reducing the leading to the previous multiple helps mitigate this issue, so a 24pt. size text can have a 30pt. leading, all depending on what is more pleasing to the eyes.

Barlow

Barlow family is used for all headings on print and screen.

Specimen

ABCČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčć
dďefghijklmnopqrsštuvwxyzžĂÂÊÔŮůăâêôșu123
4567890'?"'!"(%)[#][@]/&\<-+÷×=>°©\$€£¥¢:;,.*

Heading sizes and examples

**Barlow Black 24 pt –
Pack my box with five
dozen liquor jugs.**

**Barlow Black 16 pt – Pack my box
with five dozen liquor jugs.**

**Barlow Bold 12 pt – Pack my box with five dozen
liquor jugs.**

Barlow Bold 8 pt – Pack my box with five dozen liquor jugs.

Download link

<https://fonts.google.com/specimen/Barlow>

IBM Plex Sans

IBM Plex Sans is the typeface for print media.

Specimen

ABCČĎĚFGHIJKLMNOPQRSŠTUVWXYZŽabcč
ćđđefghijklmnopqrsštuvwxyzžĂÂÊÔŮăâêôș1
234567890‘?’“!”(%)[#] {@}/&\<-
+÷×=>®©\$€£¥¢;:,.*

Other sizes and examples

IBM Plex Sans 8 pt — We are a bunch of maniacs for running. Last time we’ve counted, we were around 43 peeps going for all types of runs. From 5Ks to 100K+ ultra running distances, some even set FKTs. But that is just glitter, we enjoy ourselves running on trails and we welcome anyone to feel the same joy with us.

- IBM Plex Sans 8 pt — Pack my box with five dozen liquor jugs.
 1. IBM Plex Sans 8 pt — Pack my box with five dozen liquor jugs.
 - 1.1. IBM Plex Sans 8 pt — Pack my box with five dozen liquor jugs.

Download link

<https://fonts.google.com/specimen/IBM+Plex+Sans>

IBM Plex Mono

IBM Plex Mono is the typeface for screen media.

Specimen

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčć
dďefghijklmnopqrsštuvwxyzžĂÂÊÔŮăâêô
ůr1234567890'?''"!"(%) [#] {@} /&\<-
+÷×=>®©\$€£¥¢:; , . *

Other sizes and examples

IBM Plex Mono 8 pt (-50% tracking) – We are a bunch of maniacs for running. Last time we've counted, we were around 43 peeps going for all types of runs. From 5Ks to 100K+ ultra running distances, some even set FKTs. But that is just glitter, we enjoy ourselves running on trails and we welcome anyone to feel the same joy with us.

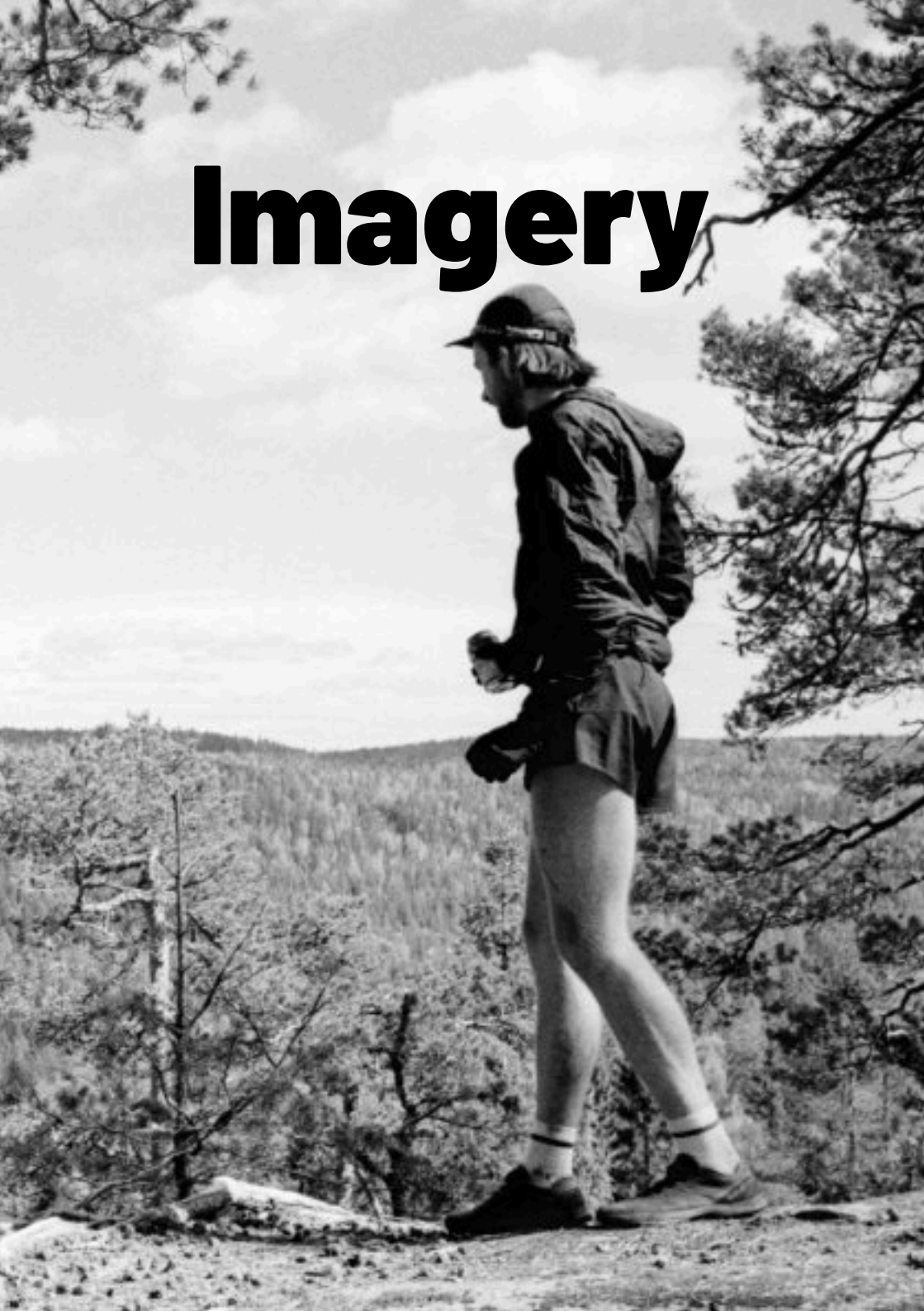
- IBM Plex Mono 8 pt – Pack my box with five dozen liquor jugs.
1. IBM Plex Mono 8 pt – Pack my box with five dozen liquor jugs.
 - 1.1. IBM Plex Mono 8 pt – Pack my box with five dozen liquor jugs.

Download link

<https://fonts.google.com/specimen/IBM+Plex+Mono>



Imagery



Images

A picture is worth a thousand words. But no great text can make a bad picture worth anything.

If we have to use pictures, we should use our own pictures, luckily we have pretty good photographers – amateur and pros – in our group. The basic principles to chose a picture are:

- Use **natural looking** pictures, avoid stock-like pictures, or synthetic looking picture, like that insanely turquoise lake that you know there's no way it's real.
- Choose pictures that **represent us**, that are connected to the Sky Blazers. A good rule of thumb is: imagine yourself being part of the picture, would love to be at that place? Can you see yourself running on that landscape? Don't be too obvious, but don't go crazy either. Balance is a virtue young Padawan.
- Use **genuine** photos, there's no need to pretend. You have a great picture but the sky is grey? Well, leave it grey, don't go trying making a grey sky blue. When a run gets tough we all have to deal with it. **Keep it real.**
- Be a little **mystic**. We run mostly on trails, and they are in constant change, there are so many elements of surprise, use a picture that evokes those feelings.









FUCK GRAVITY

Tone of voice

In general

Our inner voices in written form.

Simply put, the tone of voice of a brand is its “personality”.

We couldn't give two f*ks...

...we may have (bad) attitude problems.

At first, one can be put off by reading how and what we write. But that's because any Sky Blazer life shouldn't be looked at through lens filters, it shouldn't be filtered at all, nor limited, nor constrained to norms, shapes or forms*. We are runners, ultra-runners — god damnit! We don't run from the pain cave, we enter it, we grind it, we go deep when things get tough. That's the way it is, whether we like it or not. Running doesn't make us forget about our problems, it show us how to deal with them.

Okay, let's not get too far into the self-aggrandisement of running. Time to get real about our tone of voice.

One message, many possible tones

To be more precise, here are some examples of a sentence for apologising informing users of the wrong day of Stirsdag (Trail Tuesdays) in different tone of voices:

Serious

“We apologise for the mistake, but Stirsdag happens on Tuesdays, not Wednesdays, as earlier informed.”

Formal

“We would like to inform that Stirsdag is held every Tuesday rather than Wednesday as previous stated. Our sincerely apologies.”

Casual

“We're sorry, but Stirsdag is on Tuesdays, not Wednesdays.”

* What an irony that we don't conform to norms yet this booklet is trying to do exactly that. Humans ~_~

Goofy

“Oops, hehehe, we think we might have swapped days here. Stirsdag is on Tuesdays, not Wednesdays.”

Sky Blazers

“How da’hell did we do this? Stirsdag is on Tuesdays, Wednesdays are meh.”

In these examples we can see a bit more how a tone of voice is important. It changes the whole dynamics how we are perceived.

Ait! What are the 4 secrets for expressing yourself like a Blazer?

The real answer: there are no secrets. But perhaps, there are some basic principles behind our communication that helps engaging our audience.

Be real

The Internet helped popularising the “fake”. Fake happiness, fake “I’m having fun every single time I post something”. There’s no more need for portraying a perfect world. Gimme real bro! Whenever we express ourselves it has to be and feel real.

Be nice and kind

So they say: “Nice guys finish last.” Right, they haven’t met Kilian Jornet yet. There’s no need to extend much explaining why one should be nice and kind, if one is wondering why, please save your time and stop reading this right here.

Fun seeking, it’s that simple

Why else do we run?

Running may sometimes be painful, but in the end, it’s fun. It’s probably the simplest of all sports. And simplicity, is fun — really. Go try play golf anywhere, you can’t. This is not a knock on golf, it’s just that there are so many limitations to play golf that it limits the fun to just few people. In contrast, running is available to virtually anyone. The quest is to be simple, and fun will follow.

Sky Blazers, "a melting pot"

Our group is a mix of many different people, from different places, with different backgrounds, religions, the list goes on. Initially this can be difficult to navigate through, but the important part here is that following all previous points and everything should fall into place.

**As with anything in life,
nothing is a straight
thing, it's all in context
and with its nuances.**

**Expressing in this way
must be possible.**

START



A fictitious trail doodle occupying the vast ocean of white space left by the lack of b.s. Brutally honest indeed.



In use

Apparel

Blazing everyone's skin.

We can define a range of different apparels that will **spread radness** to all corners of the world.

Creating goodies is a hard thing, we are not in the business of making money, we focus on cool things that we'd love to have and on helping spread the legend of the Sky Blazers. On another hand, any money we make helps us achieve common goals. Also no one is crazy to be throwing money out of the window producing garbage no one needs.

It's limited

Our "goodies" are limited to us and of limited quantities, avoiding having excess, creating some scarcity and wasting no (more) resources. Some, are exclusive to our group, making a clear distinction for those that are "Blazers" and those that are fanboys.





Double standard ...ish

But isn't it a double standard being all consciously green, fair trade, all the morally correct jazz yet produce more junk in this already filled up of garbage world? The short answer: **yes**. That's why there's no preaching, we alone can't save the world and we are not fooling anyone into believing so either, we can do real improvements by serving as good examples by our own attitudes. For instance, while normally someone would throw out their running shoes around 500k mark **we milk every k** out of ours, until it literally breaks apart.





Sample of a customised Herschel Supply Co. Backpack. Because we are "kühl".



More mundane trail running vest from Salomon.

Goods

Junks from another dimension.

Yes! There's enough junk out there, but not **Sky Blazers junk** ;-). Let's be frank, we could have a bunch of cool, quality goods made by us, for us. If we ever get seduced switching to the dark side, we can take these few examples as inspiration and at least make our products look good and long lasting. The longer they last, the least we buy new, and the more we use what we already have, the less we can cross our fingers hoping we are holding global temperatures to less than +2°C.

“YES, WE CAN” —shout more than once the people that wanted change.

Sample of enamel mugs. Après Stî coffee please!





Doon'ts

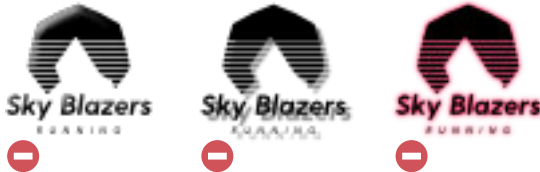
NEVER

A list of nevers:

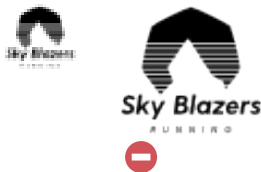
1. NEVER: distort, stretch or scale the logo in a disproportioned way.



2. NEVER: use tacky effects such as drop-shadows, bevel, emboss, and the likes. 99% of the time these effects are ugly and produces bizarre and/or confusing renders of the logo. You'd need a paragon level to use them in an acceptable manner.



3. NEVER: oversize a bitmap image of the logo, use vector version for that. ([Google what's the difference](#)).



4. NEVER: use only the wordmark without the logo.



5. NEVER: replace the original wordmark with a look a like typeface nor any other typeface. Use the original vector file



6. NEVER: put any element into the logo exclusion zone.



7. **NEVER: be afraid of asking**, whenever in doubt reach out. Ask if the logo application is correct, if the guidelines don't say anything regarding a specific situation, or if you just need a second opinion. Remember Captain Planet wise words: *"The power is yours!"*



Takk for turen