



brother  
**SKiTCH.**

**IDENTITY  
GUIDELINES**



# BROTHER SKITCH LOGO

This is the Brother Skitch logo. It should only be reproduced from the original logo files provided, not re-created.

It can be used on dark and light backgrounds as shown here. Don't alter, stretch or re-colour the logo.

The Skitch logo needs room to breathe. Give it a clearance space that is at least equal to two times the height of the dot of the letter "i", as shown here.



SKITCH



# HEADLINE

The headline used for Skitch marketing material is “A new era in embroidery innovation”.

It has been styled in hand-drawn type (shown here) to appeal to the target audience and to fit the Skitch identity style. Use this headline on both dark and light backgrounds.



A new era

IN EMBROIDERY INNOVATION

# SUB-HEADINGS TYPOGRAPHY

Fibra One SemiBold should be used for all sub-headings on Skitch marketing material. See the rest of this document for examples of how it should look.

ABC123

FIBRA ONE SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz !?

01 02 03 04 05 06 07 08 09

# TYPOGRAPHY

For body copy, we use Helvetica Neue Light. Key words and phrases can be highlighted in Helvetica Neue Bold to help add meaning to copy and to make paragraphs easier to read.

The example on this page shows how the headling, sub-headings and body copy can be brought together.



## IN EMBROIDERY INNOVATION

**Digitise, customise, create with Brother's app operated, single needle embroidery machine.**

**Powered by Artspira, it's a revolution in compact creativity for connected creators.**

With a **100 x 100mm working area**, it's the perfect desktop crafting companion.

The included magnetic embroidery frame saves time and is perfect for first-time embroiderers.

At **400 stitches per minute**, create high-end customisations and personalisations at home, in no time.

With Artspira's designing power draw your own embroideries, convert to cross stitch, digitise images and portraits, and access amazing designs to stitch out right before your eyes.

# COLOUR PALETTE

The Skitch palette is composed of 13 complementary colours and white. These are used for all elements of the Skitch identity, including illustrations.

The colours should only be reproduced using the values shown here: hex for on-screen and CMYK for print.



**Skitch Background Blue**  
**#0A4BA8**  
**C99 M79 Y0 K0**



**#1D3E87**  
**C100 M89 Y13 K2**



**#6F9ED4**  
**C60 M27 Y0 K0**



**#C7C8E2**  
**C20 M18 Y0 K0**



**#F4C1D8**  
**C0 M32 Y0 K0**



**#D0322B**  
**C5 M100 Y100 K0**



**#EF605D**  
**C0 M82 Y60 K0**



**#F8A800**  
**C0 M41 Y100 K0**



**#F9DD08**  
**C4 M8 Y100 K0**



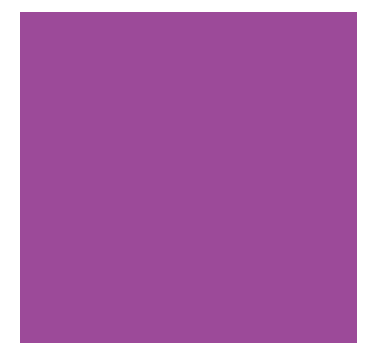
**#B2D235**  
**C40 M0 Y100 K0**



**#A1E9B3**  
**C42 M0 Y44 K0**



**#756FAF**  
**C59 M62 Y0 K0**



**#9C4B98**  
**C37 M88 Y0 K0**

# LIFESTYLE PHOTOGRAPHY

The lifestyle photography we use shows people who are aspirational to our target audience modeling items that can be produced on the Skitch.

The models shown should be young, stylish and diverse.



# PRODUCT PHOTOGRAPHY

Where the Skitch machine is shown, this three-quarter angle shows more of the product and is more visually interesting.

Only use the high-resolution images from the studio shoot provided, that have been cut out professionally.

Start with an image with a shadow and set the blend mode to “Multiply”. On the layer above, add a second image that shows the same product without a shadow and set the blend mode to “Normal”. This will give a more realistic shadow on any background.

A white gradient set to 10% Opacity gives the impression of the machine sitting on a surface.



Image with a shadow set to “Multiply” blend mode



Image without a shadow set to “Normal” blend mode



Both images layered to give a more realistic shadow on any background

# ILLUSTRATED ELEMENTS

We use illustration combined with photography to create a unique identity for the Skitch.

The illustrations we use comprise of designs that can be embroidered on the machine, and decorative elements. See the rest of this documents for examples of how to use them.



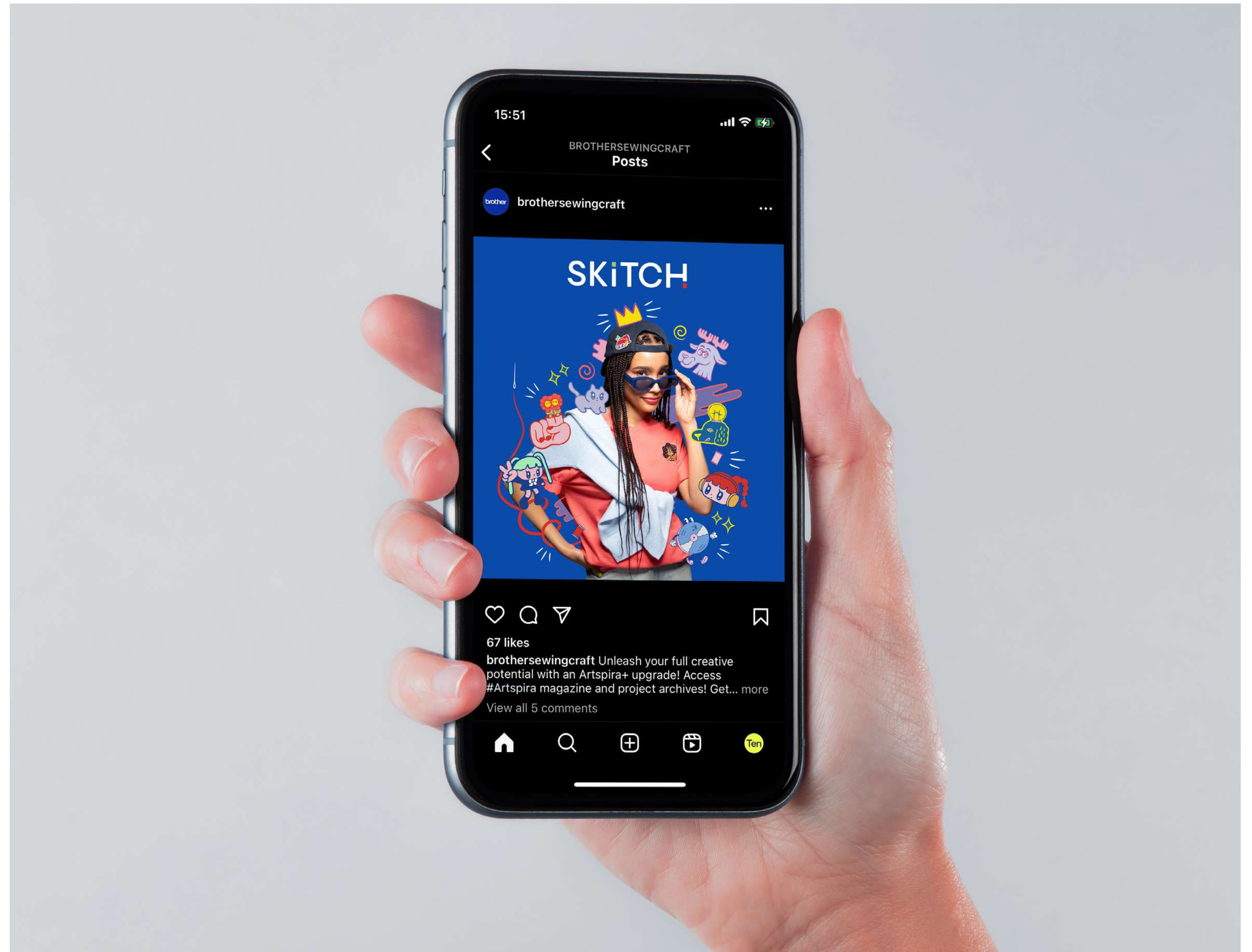
# BRINGING IT ALL TOGETHER

The example here shows how all of the elements in this document can be brought together to create a coherent identity.



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For more information, please  
contact the marketing team at  
Brother Sewing Machines Europe