



BRAND GUIDELINES

version 2.11

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Our One Simple Thing: Location

Skyhook pioneered the WiFi and hybrid technology to go places no location company had ever been. We were the first to develop location intelligence to provide context based on demographic, psychographic and behavioral characteristics. And we're the only ones who allow customers to access all of this data. When some of the largest OEMs, enterprises, advertisers and apps think of location, they think Skyhook. **Because we're disruptive, precise and frictionless.**

Think of our One Simple Thing as a conversation starter: it's the one thing that you always talk about first, to get the listener interested in the other things you want to say. It gets attention, establishes a connection and opens the door for deeper discussion.

"I think because I have difficulty saying the word no, almost every day is an adventure."

— **Founder of Virgin, Richard Branson**

"I encourage employees to go down blind alleys and experiment... If you can increase the number of experiments you try from hundreds to thousands, you dramatically increase the innovations you produce."

— **Amazon founder, Jeff Bezos**

2. Our Brand Pillars

Our brand pillars are our beacon. Everything we do or say, we validate against them.

Disruptive

To compete with the big dogs, you need the bite to back up the bark. And as the inventor of mobile location Skyhook's got it — with 110 patents and counting. For over 10 years, companies like Sony, Apple, Samsung, HP, Blackberry and Intel have relied on us. In addition, our location intelligence data helps our customers monetize their businesses.

Precise

All we do is location. And we do it precisely. When you can provide precise location, you get precise data. That means more relevant content, greater business efficiency and increased profits — whether you are an app developer, a brand, an OEM or an advertiser.

Frictionless

Being the best isn't everything. Customers should love working with us too. We work hard to identify the needs of our different target audiences and surpass their expectations. Reliability throughout the entire experience is key — from what happens on the site to what happens on the phone to what happens within the SDK.

“It's going to take a long time to build a big product that'll change the world.”

— **Pinterest co-founder, Ben Silbermann**

“Everything around you was made up by people that were no smarter than you. And you can change it. You can influence it. You can build your own things that people can use.”

— **Apple co-founder, Steve Jobs**

3. Our Brand Voice

What we say is as important as how we say it.

We need to ensure our tone aligns with the heart of the Skyhook brand.

Confident

We have the patents, technology and customers to back up our bravado. We live and breathe location at all levels.

Individualist

We do things our way. Unlike our competitors, we share data with customers. Our success is dependent on theirs.

Quirky

We're a mad scientist with the crazy creative ideas that actually work.

Witty

We love things that take a minute to get and then cause a wry smile. We're funny but never exclusive or elitist.

Someone like: **Matt Damon**

"What makes Flyknit so truly disruptive is that it isn't a shoe — it's a way to make shoes."

— **Fast Company on Nike's Flyknit shoes that pioneer a different manufacturing process that will reduce long-term production costs and environmental impact**

"Simply put: we don't build services to make money; we make money to build better services."

— **Facebook CEO, Mark Zuckerberg**

4. Logo and Primary Corporate Identity

4A - Logotype in color, black+white and inverse:

SKYHOOK°
A LIBERTY BROADBAND COMPANY

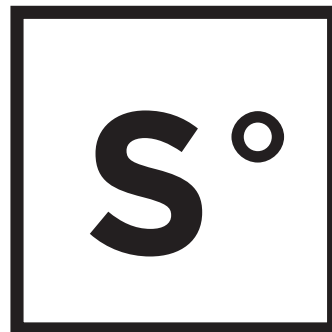
SKYHOOK°
A LIBERTY BROADBAND COMPANY

SKYHOOK°
A LIBERTY BROADBAND COMPANY

If used on top of a darker background as a knockout, the logotype should always be in white

4. Logo and Primary Corporate Identity (continued)

4B - Logo in color and black+white:



The Squared S° can also be used on top of an image (photography or illustration) as long as all elements (the “S”, the “°” glyph and the box) retain the same shape and relationship. The type should always be white, with enough contrast to remain legible at all times.

4. Logo and Primary Corporate Identity

4C - Clearspace and minimum size:

To ensure its integrity and visibility, the Skyhook logo should always be kept clear of competing text, images and graphics. It must be surrounded by an adequate clearspace—a space equal to the letter “S” in the logo.



4D - Things not to do

These are some of the most obvious things you should NOT DO, however there are many many more. When in doubt, stay your hand...



Do not warp, stretch or skew the logo vertically.



Do not warp, stretch or skew the logo horizontally.



Do not rearrange the elements of the logo.



Do not change the scale or proportion of the elements of the logo.



Do not angle or tilt the logo.



Do not alter the colors of the logo.



Do not place logo over distracting area of a photo.



Do not use the logo on colors or backgrounds that make it difficult to read

4. My.Skyhook Logotype and lockups

Preferred lockup in color and B+W:



Horizontal lockup in color and B+W:



If used on top of a darker background as a knockout, always use white



5. Secondary Identity Symbols and Components

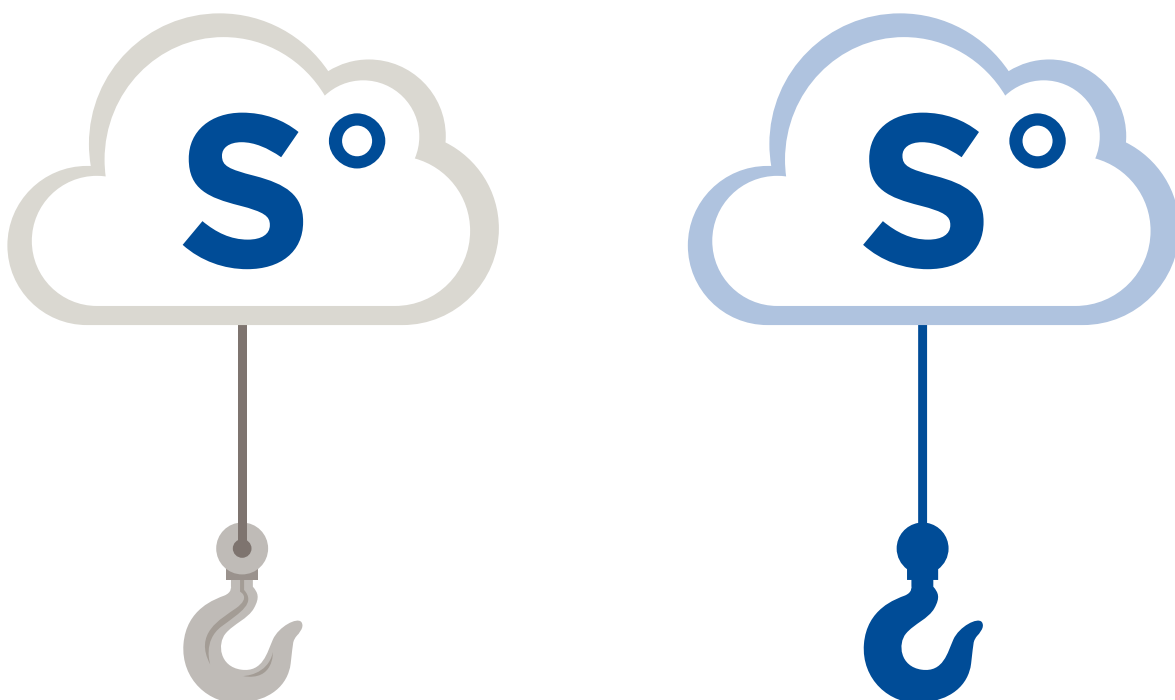
5A - Location pin and the glyph:

We use the Location pin with a glyph as a Skyhook identifier as part of larger compositions, messaging or infographics. We also take the glyph and put it next to symbols and elements to signify that they have been “Skyhooked”, or made better through integration with our products.



5B - Cloudhook in full color CMYK and single color (with screens)

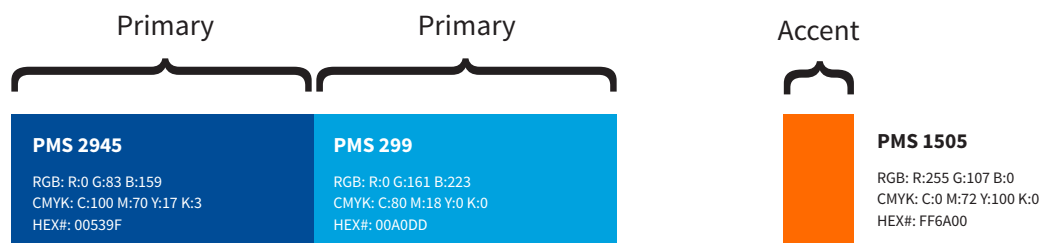
The Cloudhook is used in various infographics, illustrations or as a decorative element in physical spaces (office, trade show, etc.) as sort of a bridge for narrative or for awkward spaces. The line of the hook can be changed in length to adjust to the space it is living in, while the hook can hold up items, again implying that they have been made better by use of our products.



6. Colors and Palettes

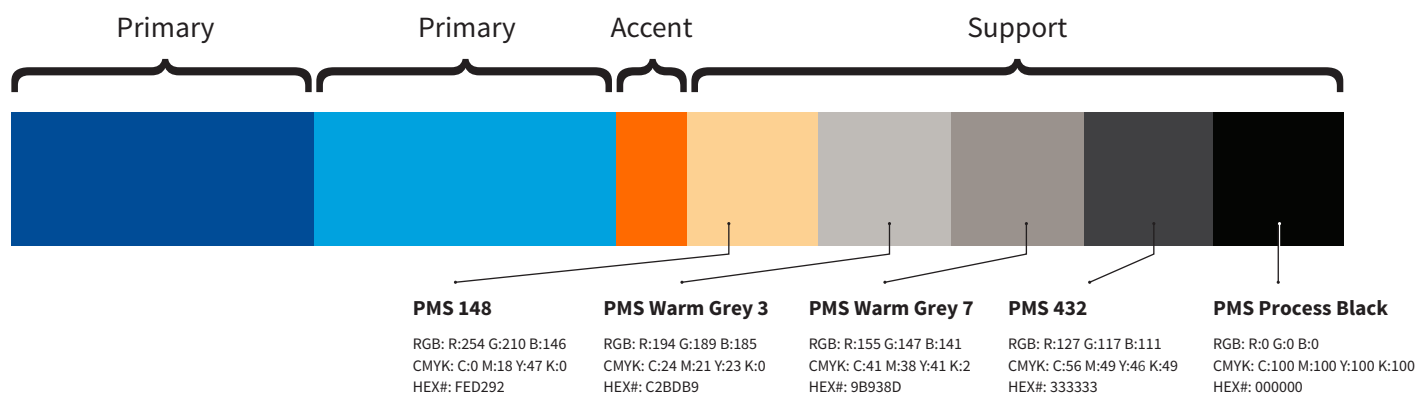
6A - Primary Palette:

These are our **Primary brand colors**, to be used in corporate communications and deliverables in close association with the Corporate Identity. **Accent color** should be used very sparingly, primarily to draw user's attention to a particular element.



6B - Secondary Palette:

Consists of **Primary colors**, **Support colors** and an **accent color**. Should be used for multi-page corporate communications, website, software products and social media applications, as well as physical (real world) applications. Use the Support palette to punch up typography, large fields of colors or intricate renderings on infographics). Accent color should be used very sparingly, primarily for CTAs or to draw user's attention to a particular element.



6C - Tertiary or "Sky" Palette:

Sampling from the sky, this palette is used for infographics, illustrations, graphs, etc. Can be used as needed for creating a particular deliverable, but should in tone still be dominated by blue and grey tones from the Secondary palette.

General usage as needed, but use warm colors sparingly



7. Fonts and Typography

7A - Corporate Fonts:

Source Sans Pro comes in various typefaces, and should be used for all our corporate communications. It is a Google font, so it is free, downloadable and easy to install. If using a 3rd party mockup/output tool where Source Sans Pro is not available (and cannot be installed) we should use Verdana as a backup option.

Source Sans Extra Light (headlines, we also open the tracking for extra breathing room and “presence”)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Source Sans Bold (for CTA, smaller-size subheads and to pop out details; use sparingly)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Source Sans Regular (body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Verdana Regular (**backup option only!!!**)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

7B - Typography and grids:

Typography is an important part of who we are. It should reflect our brand: clean, confident, and precise. Use negative space thoughtfully for creating breathing room on the page. Same goes for **Margins**, generous margins make the reader feel at ease with the copy.

Headlines should be all caps in most cases with tracking opened up to 25pt to convey a general feeling of precision and spaciousness. It is advisable to make portion of a headline or a subhead bold to punch it out if the message calls for it, but do not overuse bold or it will disrupt the balance of design elements on the page. **Grids** should be enforced rigorously for all elements on the page and maintained throughout the document or deliverable.

Sample paragraph

Section headline should be twice as close to the paragraph it belongs to compared to the one above it



Diagram illustrating typography and grid guidelines. A dashed pink box contains the headline 'SKYHOOK **IS** PRECISE' and a paragraph of text. To the right of the headline, two vertical double-headed arrows indicate spacing: the top arrow is labeled 'a = 2xb' and the bottom arrow is labeled 'b'. To the left of the paragraph, a horizontal double-headed arrow indicates the margin, with the text 'Use generous margins on both sides' below it.

SKYHOOK **IS** PRECISE

Lead paragraph or subhead

We like our lines spaced out, with enough breathing room to make reading easy. That is effortless. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. **But we can be disruptive too**, and we are! Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Use generous margins on both sides

7C - Styles and CSS:

Maintaining consistent typography across different media and deliverables is crucial to brand unity of Skyhook. Whenever possible, our styles should be shared between Skyhook website, portal (MySkyhook), present and future product, PPT presentations, one-pagers and so on. This is the basic set of styles to be used for all web applications, others may be added as-needed for particular use cases.

H1 (or main headline): Source Sans Light 36pt All Caps Color #00539F letter spacing +10%

PAGE OR SECTION HEADLINE

H2 (or content subhead): Source Sans Bold 16pt Color #00A0DD

Lead paragraph or content subhead

H3 (or sidebar subhead): Source Sans Regular 20pt Color #00539F Line spacing 30pt

Sidebar subhead or special case usage

Body copy (regular content): Source Sans Regular 12pt Color #333333 Line spacing 16pt

Main content or body copy

Intro copy (lead paragraph of longer docs): Source Sans Regular 14pt Color #666666 Line spacing 18pt

Intro content but no longer than a couple of paragraphs

Links and action items: Source Sans Bold Color #FF6A00 (follow formatting of whatever element they are part of)

Link or action item

Buttons: Source Sans Bold 14pt Color #FFFFFF All Caps padding around text 12px on all sides

LINK OR ACTION ITEM

(Primary CTA background #FF6A00)

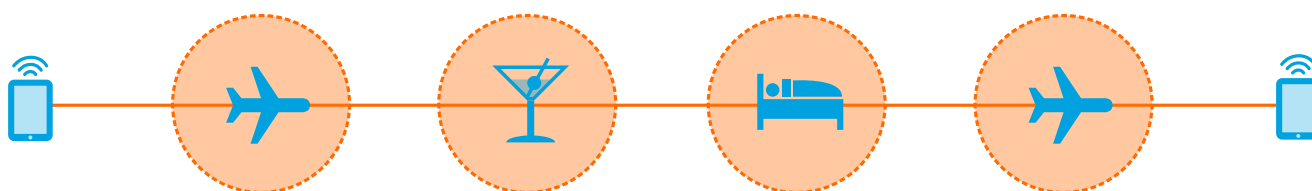
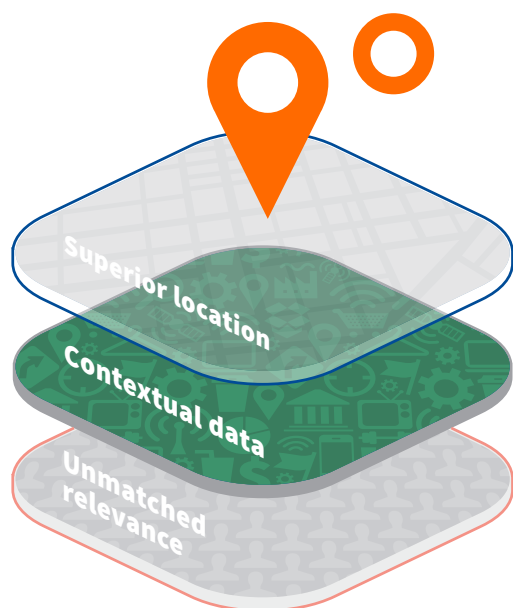
LINK OR ACTION ITEM

(Secondary CTA 2px outline and text #666666)

8. Illustration Style

8A - Illustrations:

Illustrations and infographics are a big part of how we tell our story. We want them to be crisp, simple and direct. It is ok for them to have personality, however we do not want the humour to overwhelm the actual message at any time. Whenever possible, we want to integrate our secondary brand elements (location pin with glyph, cloudhook, etc.) to help tell the story and further brand the illustration, but this is not a requirement for every illustration. Try using the colors in the secondary palette first and use the warm colors only when illustrating a particular element (ie. red for fire or green for a tree) that wouldn't make sense otherwise.



9. Product logos and iconography

9A - Product/offering Icons (large scale usage):

For larger scale usage, we use our Secondary Palette. Whenever possible the icons should work in the location pin with the glyph because this is what distinguishes a particular element as being “ours”



HYPERLOCAL IP



PRECISION
LOCATION



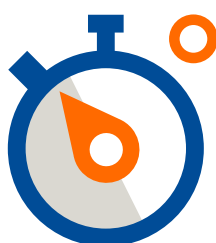
PRECISION
LOCATION ELG



CONTEXT
ACCELERATOR



INDOOR
LOCATION



OPTIMIZED
LOCATION



OFFLINE
LOCATION



PERSONAS
FOR AD TECH



GEOSPATIAL
INSIGHTS



CERTIFIED
LOCATION



INFINITE
GEOFENCES



BEACONS
(BLE)



MY.SKYHOOK



PERSONAS (CA)



SKYHOOK LABS



SKYHOOK VENUES

9. Product logos and iconography (continued)

9B - Product/offering Icons (small scale usage):

For small scale usage, use just a single color (darker blue from our Primary palette) with screens of that color as needed. The icons themselves may need to be reworked to be able to read clearly at a smaller size



PRECISION
LOCATION



PRECISION
LOCATION ELG



INDOOR
LOCATION



OPTIMIZED
LOCATION



OFFLINE
LOCATION



CERTIFIED
LOCATION



CONTEXT
ACCELERATOR



PERSONAS
FOR AD TECH



GEOSPATIAL
INSIGHTS



HYPERLOCAL IP



INFINITE
GEOFENCES



SKYHOOK VENUES



SKYHOOK LABS



PERSONAS (CA)



MY.SKYHOOK



BLE/BEACONS

9C - Access Points Icons and data callouts:

Access Point icons also use a single color, but it's the lighter blue from our Primary Palette to differentiate them from the outputs.



700 Million+

WI-FI



1 Billion+

Geo-located
IP Addresses



30 Million+

Cell Towers



All Available

Device Sensors



Global

GPS



2.5 Million

Places



Millions

Civic Identifiers

9. Product logos and iconography (continued)

9D - In-interface Icons):

To be used in product UI and/or web, In-interface icons are always in a single color, using one of the blues from our Primary Palette



API KEY
(GENERIC)



API KEY
(PL)



API KEY
(INFINITE GEOFENCES)



SDK
(PL)



SDK
(INFINITE GEOFENCES)



SDK
(GENERIC)



BATCH FILE



GENERIC FILE
(CONTENT TYPE)



HTML
(CONTENT TYPE)



HTML W/CODE SNIPPET
(CONTENT TYPE)



PDF DOWNLOAD
(CONTENT TYPE)



PNG FILE
(CONTENT TYPE)



GIF FILE
(CONTENT TYPE)



JPG FILE
(CONTENT TYPE)



DOWNLOAD
FILE



TEXT FILE
(CONTENT TYPE)



CSV FILE
(CONTENT TYPE)



CAMPAIGN NAME
(MY.SKYHOOK)



FIRST NAME
(MY.SKYHOOK)



LAST NAME
(MY.SKYHOOK)



COMPANY
(MY.SKYHOOK)



eBOOK



HELP



COPY TO CLIPBOARD



SECURITY



FEEDBACK



EXPERIMENTS



CUSTOMIZE



LINK
(ON THE BLOG)



MORE OPTIONS
(ON THE BLOG)



COMMENTS
(ON THE BLOG)



MORE INFO
(MY.SKYHOOK)



MAP IT
(MY.SKYHOOK)



CLOSE BUTTON
(POPPUPS/ALERTS)



DOWNLOAD
(GENERIC)



BAD NEWS
(ALERT)



ATTENTION/IMPORTANT
(ALERT)



INFORMATION
(ALERT)



GOOD NEWS
(ALERT)



COMPLETED
(ALERT)



RECIPES



MENU
(IN SUBNAV)



KNOWLEDGE BASE



SUPPORT



DUPLICATE/CLONE



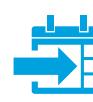
TOOLS



CALENDAR



START DATE



END DATE



EDIT



SEND SMS



UPLOAD



TAXONOMIES
BY CATEGORY



TAXONOMIES
VIA SEARCH



TAXONOMIES VIA
INDEPENDENT VENUES



SEARCH
(GENERIC)

9. Product logos and iconography (continued)

9E - Website and Social Media Icons:

Mostly neutral, these icons are used across our Website and Social Media and follow the same style as the in-product icons. We should make sure to use same style and treatment across different media whenever possible



LINKED IN



TWITTER



GOOGLE+



INSTAGRAM



FACEBOOK



YOU TUBE



VIMEO



PINTEREST



BLOG



USER VOICE

9F - Platform Icons:

These icons are used across our Website and Portal to show compatibility of Skyhook products, and follow the same respective styles as the other icons already deployed on the Website/Portal.



APPLE



WINDOWS



ANDROID



FORKED ANDROID



RASPBERRY PI



ELG



LINUX



iOS



SKYHOOK WEB
PLAFORM



UBUNTU



FEDORA

9G - Deployment Icons:

These icons are used to show how a product/feature could be deployed (SDK, API, etc.)



SDK



API




















FLAT FILE

10. Product Hierarchy

10A - Product Hierarchy

An overview of our products, their relationships, available platforms and delivery methods

PRODUCT	 PRECISION LOCATION	 CONTEXT ACCELERATOR	 PERSONAS FOR AD TECH
OUTPUT	The fastest, most accurate location for any app or device	Unlimited client-side geofences, best venue database in business, actionable user personas	Quantifiable insight into users' offline behaviors
PLATFORMS	    	iOS 	iOS  
DELIVERY		 	  
ANALYTICS	✓	✓	✓
WEB INTERFACE	✓	✓	—

11. Photography

11A - Photography:

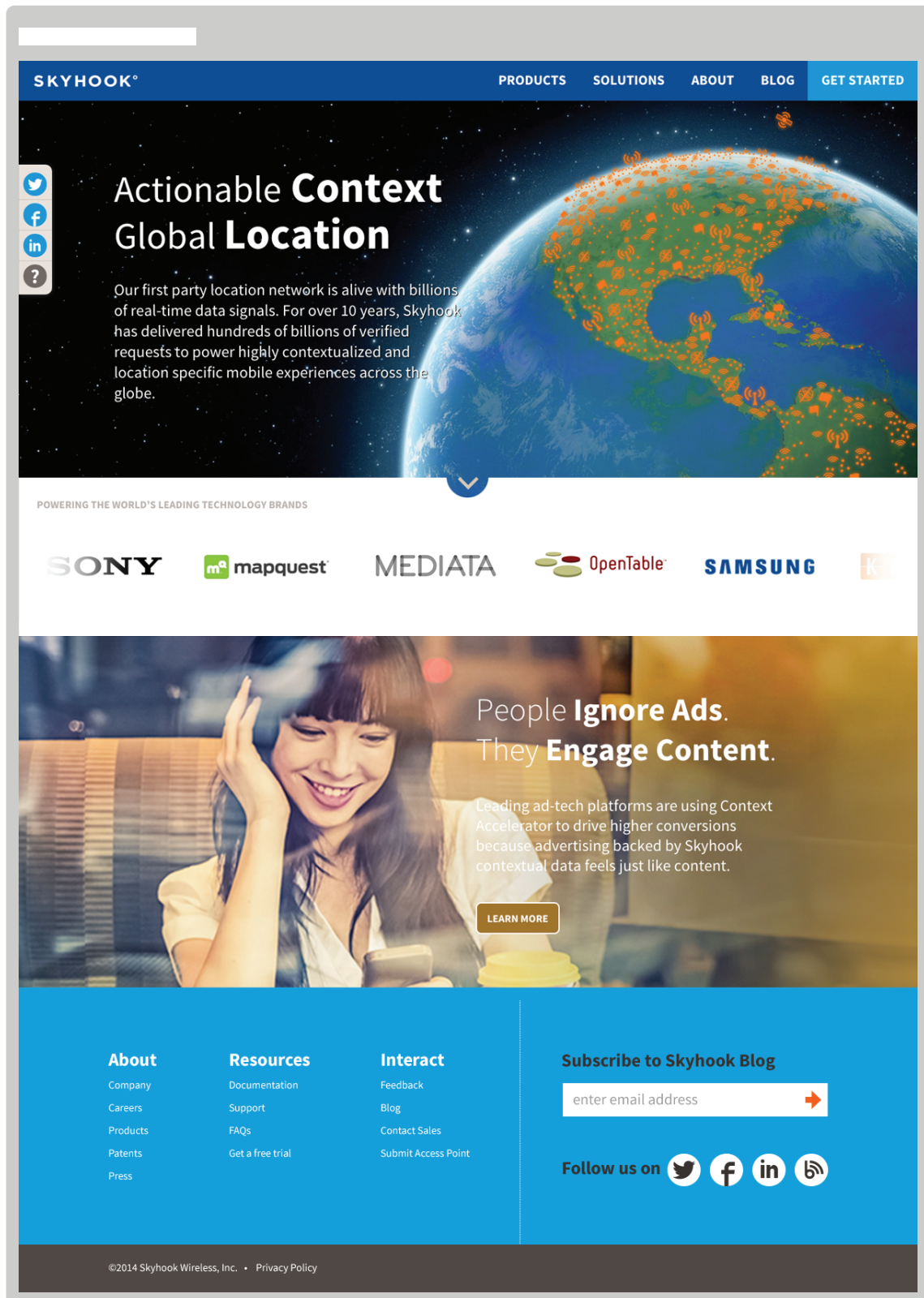
Our photography explores dynamic scenes, with semi-transparent vector imagery of our iconography (data sources, offerings or digital concepts) overlaying the photo-realistic imagery to give a sense of an enhanced, yet basically human experience. The message is that our offerings are everywhere you are, and they fit into the existing patterns of corporate and user behaviours and best practices seamlessly. Do not use obvious stock imagery (headset hotties, staged compositions, cubicle scenes, generic globes, handshakes, etc.). Basically, keep it real.



12. Website

12A - Website:

Showing a sample Skyhook website page with correct usage of brand elements



13. MySkyhook (Portal)

13A - MySkyhook (Portal):

Showing a sample MySkyhook page with correct usage of brand elements



14. Takeaway

One last thing to remember:

This document gives us the means to tell the heart of the Skyhook story in the most accurate and efficient way possible. Adhering to these guidelines is the simplest way to present a united front visually and intellectually, but each medium will present it's own unique set of circumstances and challenges. Brand guidelines are not meant to dictate the creation and production of all materials, but rather to inform and guide our decision-making.

And, remember, this is a living document. As our identity evolves, so too should these guidelines. Should you have any questions about these guidelines, please contact:

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