

**SKAARHOJ<sup>®</sup>**

**Design Guide 2024**

# Fonts

Neo Sans Pro  
Black

**Aa Bb Cc Dc Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Xx Yy Zz**

Neo Sans Pro  
Bold

**Aa Bb Cc Dc Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Xx Yy Zz**

Neo Sans Pro  
Medium

**Aa Bb Cc Dc Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz**

Neo Sans Pro  
Regular

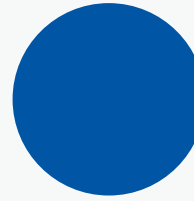
Aa Bb Cc Dc Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

SKAARHOJ uses Neo Sans Std  
It is a legible, nuanced and expres-  
sive font that comes in varies sizes.

Bold is typically used for Headings.

# Colors

Primary color  
SKAARHOJ  
Classic Blue



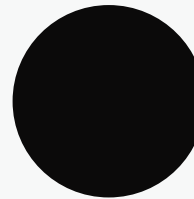
Classic SKAARHOJ Blue  
Cmyk: 100, 75, 5, 0  
RGB: 40, 75, 150  
HEX: 294c96

Secondary colors  
Purple Glans



Purple Glans  
Cmyk: 40, 90, 0, 0  
RGB: 140, 50, 130  
HEX: 8d3084

Tertiary colors  
Shading  
Dark, Middle, Light



Shadow  
Cmyk: 90, 75, 60, 95  
RGB: 11, 10, 10  
HEX: 0b0a0a



Comfort Grey  
Cmyk: 20, 15, 20, 0  
RGB: 200, 210, 210  
HEX: cfd2d1



Comfort White  
Cmyk: 2, 1, 2, 0  
RGB: 250, 250, 250  
HEX: fafafa

SKAARHOJ uses either Primary, Secondary or Tertiary colors.

Our Primary color is the SKAARHOJ Classic Blue which is the most used and dominating color.

If there is a need to highlight a new product or highlight a word we use the Secondary Green for this purpose.

The Tertiary Colors are used to create backgrounds, effects and to make contrast to the Primary and Secondary colors.

# Backgrounds



Shinning SKAARHOJ Blue



Shinning SKAARHOJ Blue with a hint of



The Shinning SKAARHOJ Blue background consist of a gradient that goes from the Shadow Tertiary color to the Classic SKAARHOJ Blue color.

The gradient represent the nuances that also can be detected in the SKAARHOJ products.

## Logo Use



SKAARHOJ<sup>TM</sup>



SKAARHOJ<sup>TM</sup>

The SKAARHOJ logo comes in 3 variations.

First, we have the Classic SKAARHOJ Blue color that goes on light and white backgrounds..

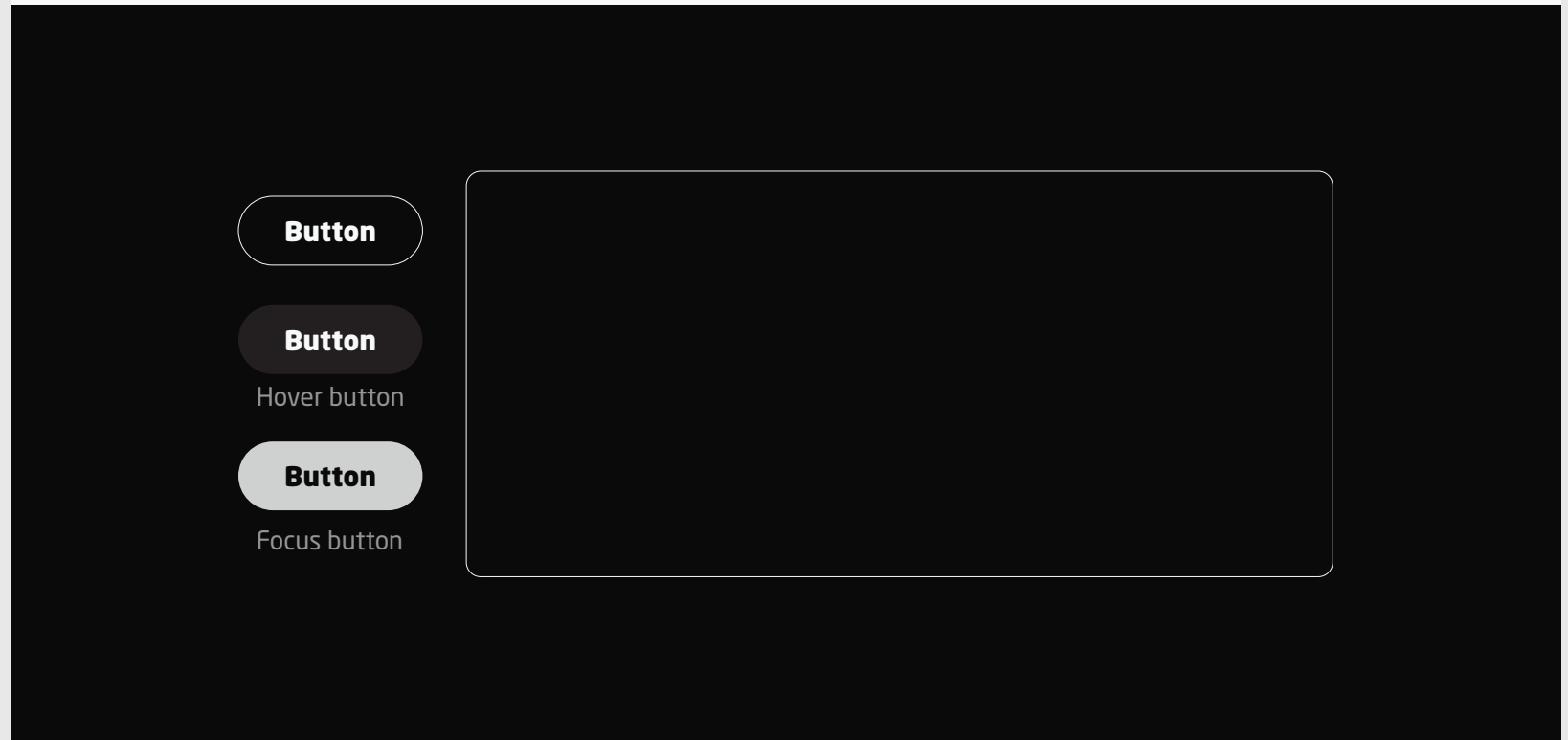
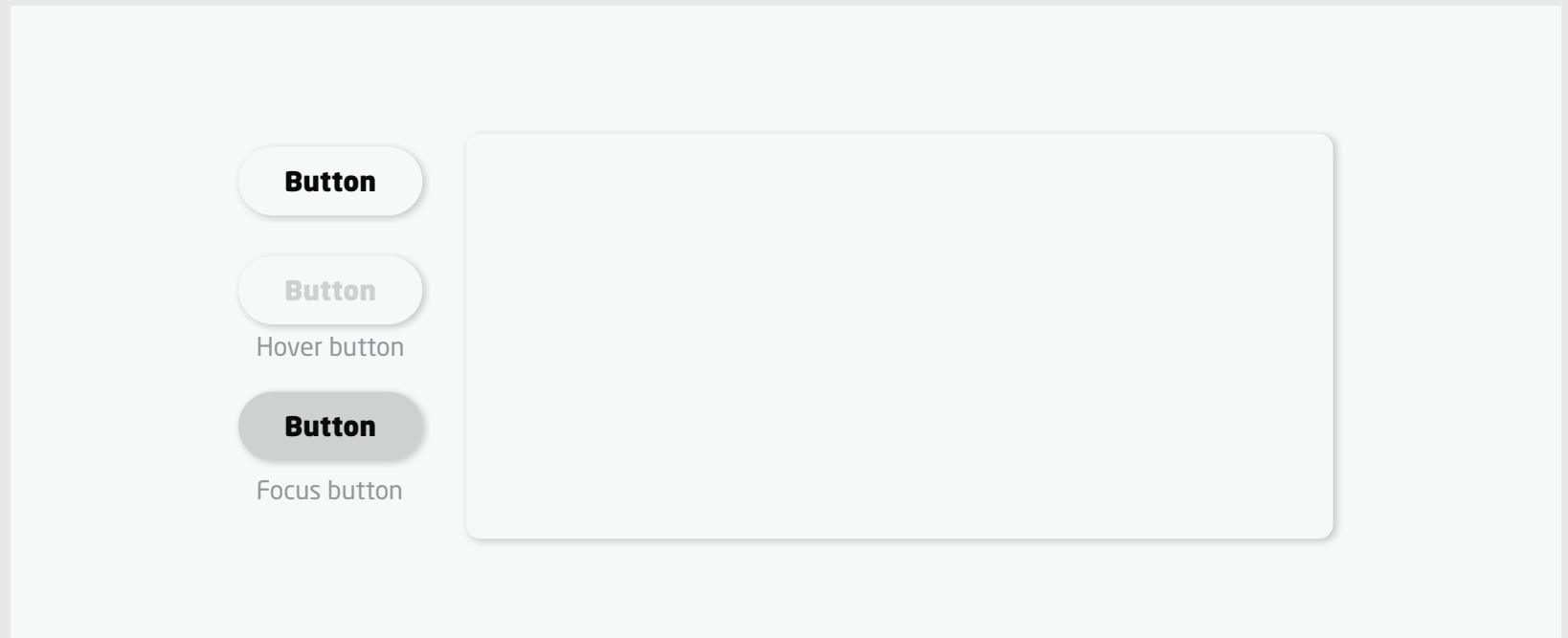
Second, there is the negative color of the logo shown in Black

Third, we have the logo in the Comfort White color which goes on colored or dark backgrounds.



SKAARHOJ<sup>TM</sup>

# Buttons and squares



All buttons and squares comes with a shadow under them. This creates dimentional effect as well as it is giving a illustion of the button being light.

On a dark surface the shadow disappears and the button and square gets an outline.

Edges always need to be a little rounded. Here the coners in the square are rounded by 2 mm.