

SKÅL
INTERNATIONAL
CORPORATE
IDENTITY
MANUAL

CORPORATE IDENTITY MANUAL

A Document that defines the rules of the Visual Identity System that must be applied on all the communication aids.

**“FRIENDSHIP IS NOT POSSIBLE WITHOUT COMMUNICATION.
AS COMMUNICATION IMPROVES AND BECOMES BETTER SO FRIENDSHIP BECOMES
STRONGER AND MORE LASTING”**

A Corporate Identity is essential and this manual shows the details, use them, spread them all around the world, it must be done with only one aim, that of improving our communications.



BASIC TERMINOLOGY

With the objective of a correct interpretation of the meaning of the basic terminology used in this manual, following you will find a list of the terms that have been used and their definition.

SYMBOL

This is the graphic form that acts as the emblem and visually must be sufficient to recognise the Association.

LOGOTYPE

This is represented with a specific type of lettering that identifies our Association.

CORPORATE IDENTIFIER

This is the combination of Symbol and Logotype. It is the main element of the visual identity of the Association.

CORPORATE COLOUR

Chromatic factors that intensify the perception of the different elements.

CORPORATE IDENTITY

This is the result of all the experiences, beliefs, feelings and impressions of our Association which are perceived by both members and the public.



SYMBOL

This is the graphic form that acts as the emblem and visually must be sufficient to recognise the Association.



LOGOTYPE

This is represented with a specific type of lettering that identifies our Association.

RULES FOR USE

Under this heading the Corporate Identifier of Skål International is shown.

It is the visual form that represents a specific type of letter demonstrating the diversity of our Association and the use of which must obligatory be maintained with the form, colour and design represented here.

The application of the logotype in the remaining elements which are part of the official corporate image, (letters, envelopes, cards, etc.) must be represented in the scale and position shown in the following pages without any kind of modification being made.

A graph has been included for better interpretation under the different scales.

It is for the exclusive use of the Executive Committee, International Skål Council and the General Secretariat of Skål International.



SKÅL INTERNATIONAL



CORPORATE IDENTIFIER

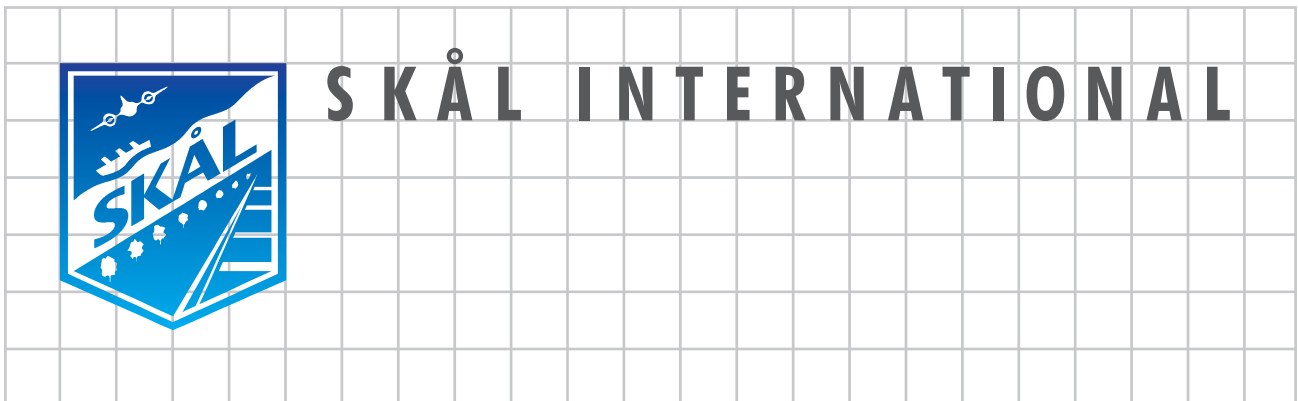
RULES FOR USE

Under this heading the Corporate Identifier of Skål International is shown.

It is the principle element of the visual identity of the Association and its use must obligatorily maintain the form, colour and design as it is represented below.

The application of the corporate identifier in the rest of the elements that are part of the official corporate image, (letters, envelopes, cards, etc.) must be represented in the scale and position shown in the following page without any kind of modification being made (Recycled or Ecolabled paper recommended)

A graph has been included for better interpretation under different scales.



VARIATIONS



CENTRALISED VERSION - NORMS

This is the combination of Symbol and Logotype. It is the main element of the visual identity of the Association.



SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals
Founded 1934



SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals
Founded 1934

CORPORATE COLOURS

Cromatic factors that intensify the perception of the different elements.

SKÅL INTERNATIONAL



SOLID USE
PANTONE BLUE 072 CV
C: 100.0
M: 79.0
Y: 0.0
K: 0.0



GRADIENT USE
PANTONE BLUE 072 CV
PANTONE CYAN CV
Gradient Linear 90°

INTERNATIONAL SKÅL COUNCIL



SOLID USE
PANTONE 1795 CV
C: 0.0
M: 94.0
Y: 100.0
K: 0.0



GRADIENT USE
PANTONE 1795 CV
PANTONE 136 CV
Gradient Linear 90°
Location 25

YOUNG SKÅL



SOLID USE
PANTONE 354 CV
C: 100.0
M: 0.0
Y: 100.0
K: 0.0



GRADIENT USE
PANTONE 357 CV
PANTONE 354 CV
Gradient Linear 90°

TYPOGRAPHY

SKÅL INTERNATIONAL

NAME USE
BLACK 80%

International Association of Travel and Tourism Professionals
Founded 1934

NAME USE
BLACK 65%

CORPORATE TYPOGRAPHY

FUTURA CONDENSED FAMILY: Logotype (Skål International)

FUTURA CONDENSED LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"·\$%&/()=?¿

FUTURA CONDENSED BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"·\$%&/()=?¿

FUTURA CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"·\$%&/()=?¿

FUTURA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"·\$%&/()=?¿

CALIBRI FAMILY: Applicable for E-mails, letterheads text, etc.

CALIBRI REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"·\$%&/()=?¿

CALIBRI ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"·\$%&/()=?¿

CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"·\$%&/()=?¿

CALIBRI BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"·\$%&/()=?¿



BUSINESS CARDS

EXECUTIVE COMMITTEE BUSINESS CARDS

 SKÅL INTERNATIONAL	SKÅL INTERNATIONAL
NAME & SURNAME Title	Company Name Address 1 Address 1 Country Tel: +0 123.456.7891 Fax: +0 123.456.7891 Mobile: +0 123.456.7891 name@name.com www.company.com
	 International Association of Travel and Tourism Professionals Founded 1934

CLUBS, NATIONAL & AREA COMMITTEE CARDS

 SKÅL INTERNATIONAL NAME	SKÅL INTERNATIONAL
NAME & SURNAME Title	Company Name Address 1 Address 1 Country Tel: +0 123.456.7891 Fax: +0 123.456.7891 Mobile: +0 123.456.7891 name@name.com www.company.com
	 International Association of Travel and Tourism Professionals Founded 1934

LETTERHEADS

 SKÅL INTERNATIONAL International Association of Travel and Tourism Professionals Founded 1934	GENERAL SECRETARIAT SECRETARIAT GENERAL SECRETARIA GENERAL
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CLUBS, NATIONAL & AREA COMMITTEE LETTERHEADS

 SKÅL INTERNATIONAL NAME International Association of Travel and Tourism Professionals Founded 1934	NAME AND SURNAME TITLE
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FOOTER


Tourism through Friendship and Peace
Le Tourisme par le biais de l'Amitié et la Paix
El Turismo a través de la Amistad y la Paz

- "Linking Business with Friends Worldwide"
- « Concilier Business et Amitié dans le monde »
- "Compaginar Negocios y Amistad en todo el Mundo"


www.skal.travel

ENVELOPES & COMPLEMENTARY CARDS

ENVELOPES

 SKÅL INTERNATIONAL International Association of Travel and Tourism Professionals Founded 1934	NAME & SURNAME Company Name Address 1 Address 1 Country
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COMPLEMENTARY CARDS

 SKÅL INTERNATIONAL International Association of Travel and Tourism Professionals Founded 1934	With Complements
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TECHNICAL REFERENCES - SPECIFICATIONS

The measurements and formats that are to be used in the corporate letterhead, including special data for each case, are given below:

GENERAL FORMATS:

Letterheads:

A4 sheet of paper: 210 x 297 mm - 8,26 x 11,7 in - 80 grs/m² - White. (Recycled or Ecolabled paper recommended)

Cards:

90 x 55 mm - 3,5 x 2,16 in - shiny cardboard 200 grs/m² - White. (Recycled or Ecolabled paper recommended)

Greetings card:

190 x 100 mm - 8,6 x 4,3 in - shiny cardboard 200 grs/m² - White. (Recycled or Ecolabled paper recommended)

Envelopes:

220 x 110 mm - 8,6 x 4,3 in - 90 grs/m² - American type - White. (Recycled or Ecolabled paper recommended)

INSIGNIA

TYPE OF PINS



**EXECUTIVE COMMITTEE OF
SKÅL INTERNATIONAL
GOLD**



**HONORARY PRESIDENT OF
SKÅL INTERNATIONAL
GOLD WITH LAUREL AND
DIAMOND STUD**



**PAST PRESIDENT OF SKÅL
INTERNATIONAL
GOLD WITH LAUREL**



**EXECUTIVE COMMITTEE OF
SKÅL INTERNATIONAL
GOLD**



**HONORARY PRESIDENT OF
SKÅL INTERNATIONAL
GOLD WITH LAUREL AND
DIAMOND STUD**

CHAINS OF OFFICE



**INTERNATIONAL PRESIDENT
OF SKÅL INTERNATIONAL**



**EXECUTIVE COMMITTEE OF
SKÅL INTERNATIONAL**



**INTERNATIONAL SKÅL
COUNCIL PRESIDENT**



**SKÅL INTERNATIONAL
COUNCILLOR**



SUGGESTION FOR CHAIN OF OFFICE

**AREA COMMITTEE
NATIONAL COMMITTEE
CLUB PRESIDENT**

