



Brand Guidelines 2025

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About SKOPE

Experience the SKOPE difference - your partner in commercial refrigeration.

With a legacy of excellence, SKOPE is recognised for delivering premium commercial refrigeration, display, preparation, food storage, ice making, blast chilling and blending solutions that are built to last.

SKOPE delivers not just commercial refrigeration, but the full solution across our connected technologies, funding and servicing.

SKOPE is your ultimate partner.

SKOPE Logo

Tab Logo

This is the main SKOPE Logo.

This logo is characterised by the 'SKOPE Red' and the crosshairs in the 'O'. It is strongly recognisable in the industry and it is behind this logo, that we establish ourselves as leaders in commercial refrigeration.

This logo is to be used in all instances when referencing SKOPE, including when referencing Funding and Services.



Exclusion Zone

This is the Tabbed version which is to be used in all instances where there is a top edge for the logo to be attached to.

Note the exclusion zone around the bottom and sides, the exclusion zone is the height of the 'O' from the lettering within the SKOPE logo.

[Download Logo here](#)



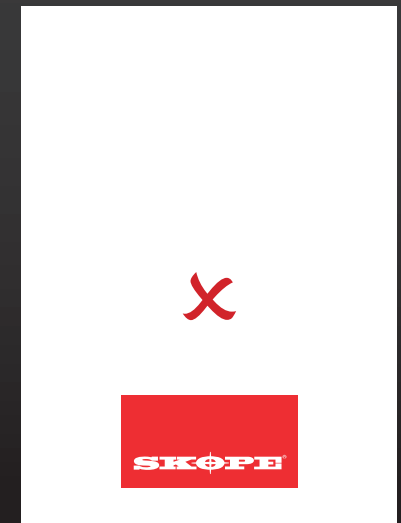
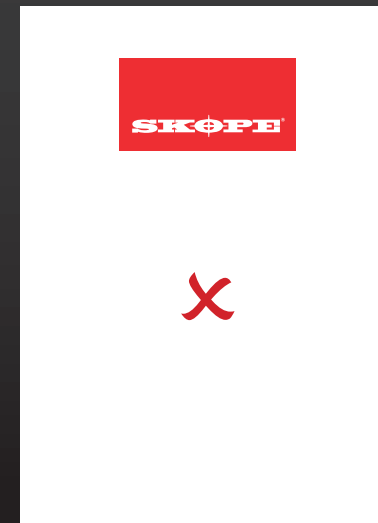
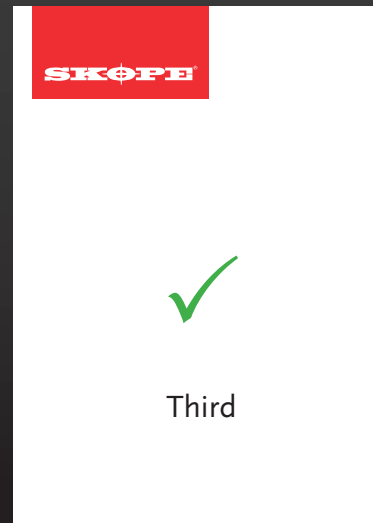
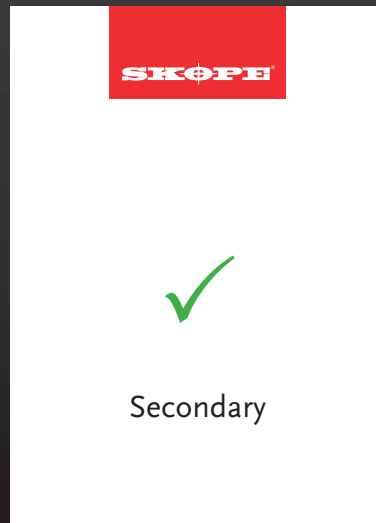
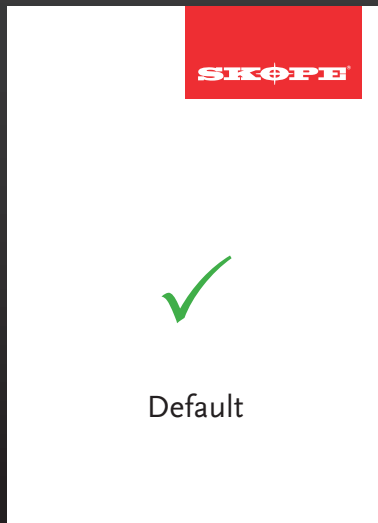
SKOPE Logo

Tab Logo Placement

This is the Tabbed version which is to be used in all instances where there is a top edge for the logo to be attached to, this logo must not be placed without a top edge to anchor it to.

In the first instance it is to be right aligned, as a secondary option it is to be centre aligned and left aligned as a third option.

See below examples.



SKOPE Logo

Short Logo

This is the non-tab Short SKOPE logo that is to be used in all instances where there is no edge for the Tab logo to be attached to.



Exclusion Zone

Note the exclusion zone around the bottom and sides, the exclusion zone is the height of the 'O' from the lettering within the SKOPE logo. This exclusion zone must be adhered to.

[Download Logo here](#)



SKOPE Logo Variations

Positive, Negative & Red Logos

These positive and negative SKOPE logos are available to be used in the rare instance that a black or white version is required. In almost all cases, the standard SKOPE Tab or Short logos (as per previous pages) will apply.

The red SKOPE logo is only to be used in minor cases, at the discretion of SKOPE Marketing.

[Download Logo here](#)



SKOPE Logo Incorrect Usage

Consistency

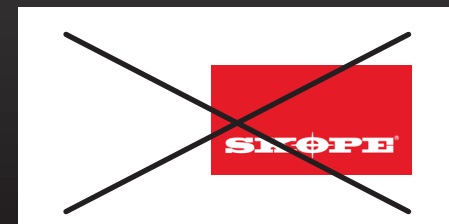
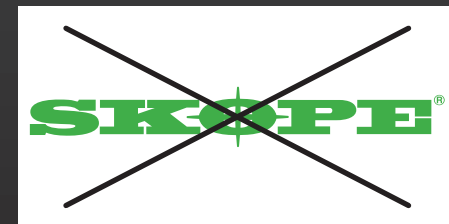
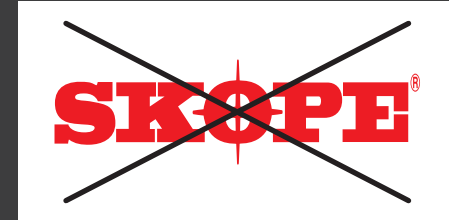
One of the reasons why the SKOPE brand is so strong in the market comes from a history of consistency.

It's a highly recognisable brand due to the fact that the logo has remained the same for a long period of time.

Ensuring that we are utilising the logo in the correct manner helps to maintain our strong brand position in the market.

This means:

- The logo must never be stretched or skewed in any way
- The logo must never appear to be rotated
- The logo must never appear in any unapproved colour
- If using the Tab logo, this must always be anchored to the top of the page, otherwise the Short logo should be used



SKOPE Name

SKOPE Name

SKOPE is a strong and recognisable brand name, and part of it's identity is having the SKOPE name fully capitalised.

It is important that we continue this consistency, so, whenever the SKOPE name is written, it must be fully capitalised.

The only exception to this rule is the written website URL i.e. www.skope.com.

No other exceptions.

SKOPE ✓

Skope ✗

skope ✗

Colour

SKOPE Red

SKOPE Red is an integral part of the brand's market recognition and company history.

Ensuring the correct Red is used is the correct setting helps us to maintain this brand consistency.



#ed1c24

RGB 214 0 28

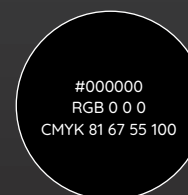
CMYK 0 100 100 0

Pantone 2035 C

Secondary Colours

In order to maintain the strong SKOPE brand consistency, there will be no other colours used outside of:

Black, White and shades of Grey - options are to the right.



#000000
RGB 0 0 0
CMYK 81 67 55 100



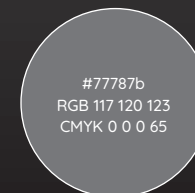
#ffffff
RGB 255 255 255
CMYK 0 0 0 0



#454243
RGB 70 67 67
CMYK 65 61 58 45



#bbbd0
RGB 188 190 192
CMYK 0 0 0 30



#77787b
RGB 117 120 123
CMYK 0 0 0 65

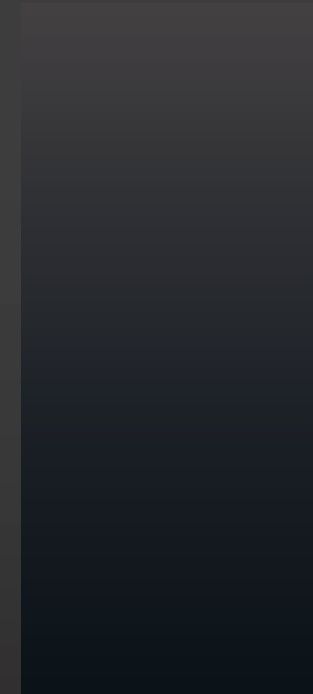
Colour

SKOPE Dark Background

As SKOPE are a premium commercial refrigeration manufacturer, we are utilising the dark black gradient background to emphasise this.

This is to be used as the dark background for any collateral.

The only exception is if the background is required to be white to save printer ink, and this is to be sent to SKOPE Marketing for creation.



Linear Gradient
 CMYK 82 71 60 79 - CMYK 66 62 58 45
 RGB 11 19 27 - RGB 69 65 67
 #0b131b - #454143

[Download Gradient Template here](#)

Typography

Header Font: Raleway

This font is to be used for primary headers, there are multiple weights that can be utilised.

[Download Font here](#)

The Quick Brown Fox Jumps Over The Lazy Dog

The Quick Brown Fox Jumps Over The Lazy Dog

The Quick Brown Fox Jumps Over The Lazy Dog

Body Text & Secondary Header Font: Scala Sans

This font is to be used for secondary headers, as well as the majority of body text. There are only two weights that can be utilised.

[Download Font here](#)

The Quick Brown Fox Jumps Over The Lazy Dog

The Quick Brown Fox Jumps Over The Lazy Dog

Typography

Numbers & Specs Font: Quicksand

This font is to be used for numbers and specs only, due to its clarity. There are multiple weights that can be utilised.

[Download Font here](#)

The Quick Brown Fox Jumps Over The Lazy Dog

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Standard Use Font: Calibri

This font is to be used in instances where the above SKOPE fonts are not available, i.e. if the fonts have not been downloaded on your computer or using an application with limited fonts.

The Quick Brown Fox Jumps Over The Lazy Dog

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Tone of Voice

The SKOPE Tone of Voice should always be:

- **Informative:** we are informing our audience of our products and services
- **Intelligent:** we are speaking to industry professionals
- **Innovative:** we are innovative market leaders

We need to show SKOPE as market leaders of an innovative and quality brand, and this needs to be conveyed through our Tone of Voice.

Copy needs to verge on Corporate rather than colloquial.

Needs to not be too technical so the audience don't understand it, and not too informal that it comes off too casual and flowery.

Icons

SKOPE Icon Library

We have a full icon library which helps us to communicate key features and benefits of the SKOPE range.

These come in black, red and white and you will be required to use the best version for the application i.e. white when placing on a black background.

Icons can be used across all forms of collateral and it is important for all aspects of the icon to be legible at all times.

[Download Icons here](#)



Imagery

Which imagery should be used?

Should we use a Render, Studio Photography or In-Situ Imagery?

When it comes to using SKOPE imagery, the use case and image quality dictates what type of imagery is suitable.

Render - this is particularly useful for website product listings or detail images as it accurately and clearly shows the SKOPE product.

Studio Photography - mostly used in regard to Hero Imagery and close up imagery to show details.

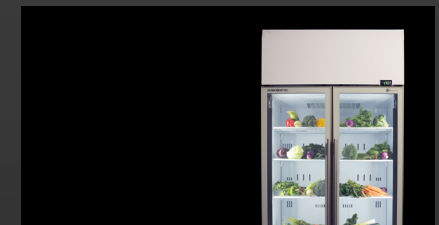
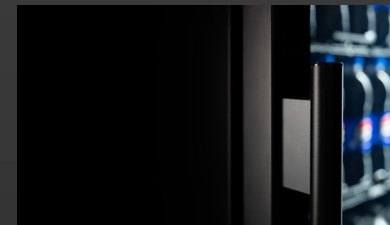
In-Situ Imagery - shows SKOPE in context of its surroundings, and this can work really well on social media in particular. It is worthwhile ensuring the in-situ imagery is as high quality as possible - how to achieve this is outlined on following pages.

Examples

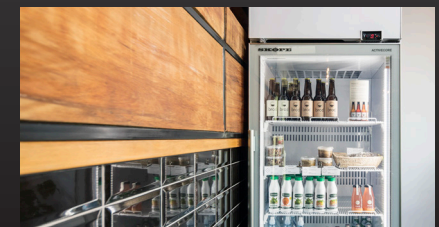
Render



Studio Photography



In-Situ Imagery



Imagery

How to take good in-situ imagery?

When taking in-situ photos of SKOPE products, there are a few things to keep front of mind:

1. How does the product look?

- Is it clean?
- Has the SKOPE-connect sticker been removed?
- Has all packaging been removed?
- Has it been switched on?
- Is the temperature at a food-safe level?
- Is there any condensation on the glass?

2. Consider the environment

- Is there any rubbish nearby and in the shot?
- Are there any unsustainable environmental practices in shot? i.e. are there takeaway coffee cups, is there any plastic wrapping?
- If there are people in the shot, should they be wearing PPE or food safety gear (i.e. gloves and hairnets)?

Imagery

How to get the perfect shot?

In order for in-situ to be valid for use, there are a few things to consider:

- Ensure that the scene is in focus, not blurry and there are no fingers covering the lens.
- If possible, have the light / windows behind you so you can get a clear shot
- Ensure you or the camera are not reflected in the cabinet
- Have the SKOPE product front and centre if possible
- It is good to show some of the surrounding area, to give context
- If there are people's faces shown in the shots, ensure you have their permission
- If the cabinet is lower down (i.e. underbench) try and squat down so the camera is front and centre with the cabinet and you are not taking the photo looking down on it
- Do you have permission from the premises to use imagery from their site (especially if the site hasn't yet opened)?

Imagery Examples

Good in-situ imagery



Reason: Clear product shot with context of surroundings



Reason: Clearly shows two SKOPE products side by side with some context



Reason: Well lit and good angle



Reason: Well lit and good angle

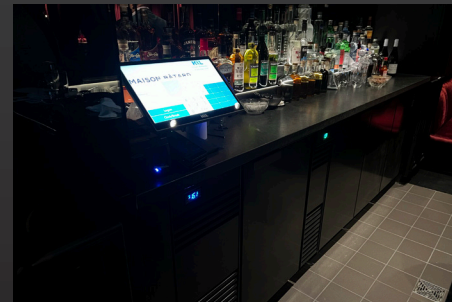
Bad in-situ imagery



Reason: Takeaway coffee cups in shot



Reason: PPE not worn and area not clear



Reason: Product hard to see and looking down onto it



Reason: Box on top and SKOPE-connect sticker haven't been removed

SKOPE Partners

Logos

SKOPE are proud to partner with ITV, Irinox and Vitamix to deliver an extended range.

When talking about the SKOPE range (and including Partners) the SKOPE logo should always be used.

However, in some instances the Partner logos are able to be used.

Refer to examples on the next page.

Note the SKOPE ITV logo variation on Page 23.



SKOPE Partners

Logo Usage

If we are promoting the Partner logo ranges, we are able to use them in the context of 'brought to you by SKOPE' or with the SKOPE logo also on the same asset.

See examples to the right:

Any other use of Partner logos are to be created or approved by SKOPE Marketing.



SKOPE Partners

SKOPE ITV Logo

A SKOPE ITV Logo has been created as to the right, and this logo is used on all SKOPE ITV Ice Makers, as shown.

On the Ice Makers is the only place where this logo is used and is not to be used elsewhere, unless advised by Marketing.

SKOPE® ITV|@

SKOPE® ITV|@



SKOPE Brand

If there are any queries regarding anything within these SKOPE Brand Guidelines, or the SKOPE Brand, please contact the SKOPE Marketing Team.

marketing@skope.com