



Personal Identity Guideline

What the Hell's this about?

This is my own Identity Guideline.

The aim of this guideline is to set-up strong basis for my personal brand called skylooks, which forms a significant part of my life.

I believe a brand and a person could be one. We all live in a world, where visual perception, strong vision and means of communication are essential above all. My job as a digital artist is to occasionally break some rules and mainly to dream about the world with no boundaries. There are quite many in the real world, but there are none inside ones imagination. And I want to make my visions real!

Contents:

- 1.0 Introduction *(page 1)*
- 2.0 The Logo Design *(page 3)*
- 2.1 The Logo Usage *(page 9)*
- 3.0 Identity Colour Scheme *(page 14)*
- 4.0 Identity Typography *(page 17)*
- 5.0 Identity Application *(page 21)*

Date:

March 2015



Introduction



Whose "Identity" is this?

Mine. In real world my name is Luke and I love digital graphics with all my heart. **Skylooks** is my online pseudonym and a tool for doing what I really want to do. And that is to create!

As I strive for creation of new worlds I tend to lead on areas of digital illustration and painting with a main focus on conceptual and celestial art. I do also love photography and multimedia in general. Thus I use many tools and techniques to make my visions come true.

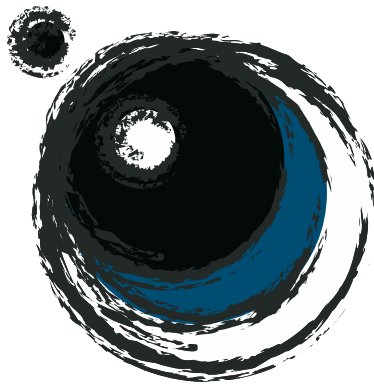
The conceptual background

It all started when I was 12. My good friend taught me to create some kind of signature in Photoshop. Ever since then I fell for everything concerning visual graphics. I couldn't believe, how wonderful world it was. I realized everywhere I go, everywhere I look, it speaks to me. And I do listen.

As one wants to share their ideas with the world, one must have a place to start. I would really throw obstacles in my way if my communication with others was fragmented and inconsistent. So I came up with an idea of united way of selfpresentation and found myself wondering about logo, websites etc. This guideline should be like a cherry on all the top of it.

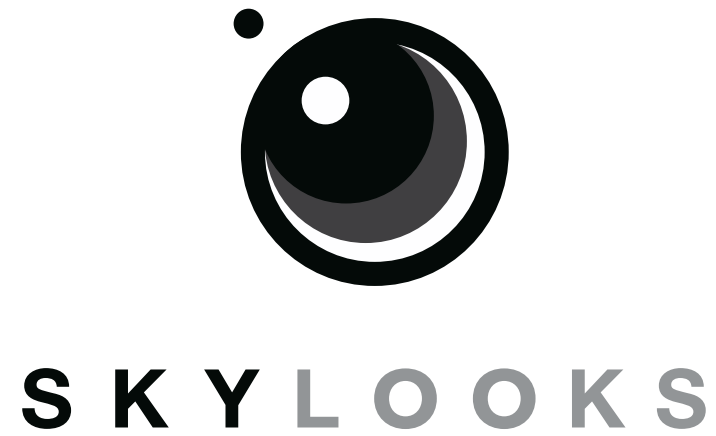
Why Skylooks? What does it even mean? Well it's not any haphazard at all. The "**sky**" is a place I often fly around (in my thoughts anyway). The word "**looks**" because I like to look around. To Learn and to search.

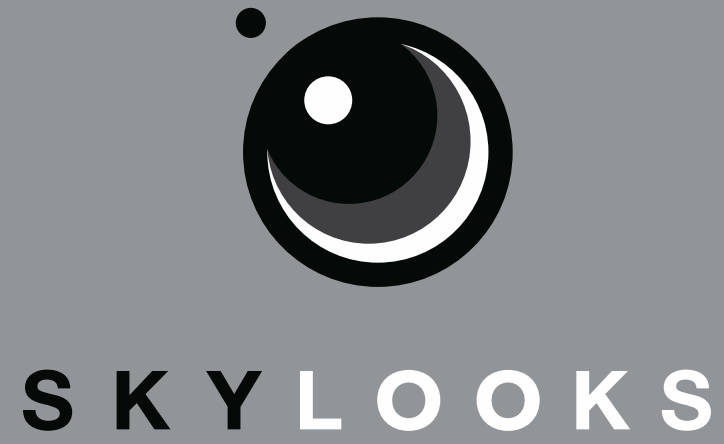
And my name is Luke afterall!





The Logo Design

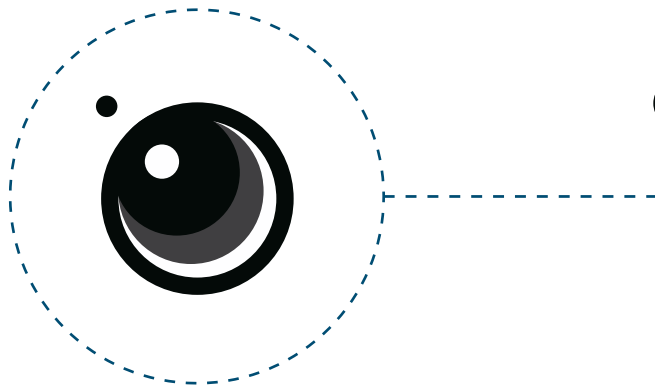






Meaning

My logo consists of two key elements.



1. The circled shapes represent an eye. An insight in the world of fantasy. Universe is a vast space with infinite possibilities, and equally so are the limits of our imagination. A circle is a shape symbolising this infinity due to its countless sides. The eye looks up at the sky and beyond as a reminder of what really matters. And that is to broaden our horizons and follow our dreams no matter how high they fly.

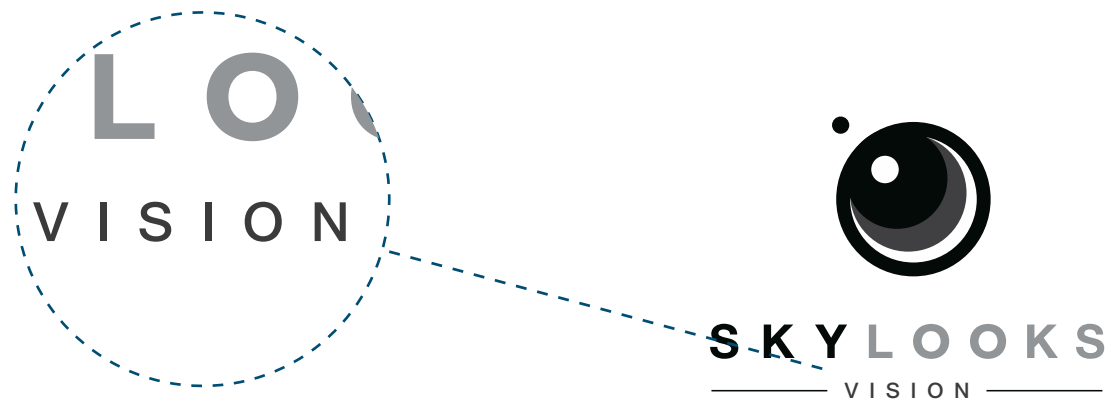
And enjoy the journey of course!

2. The logotype shows Identity name as it is.

S K Y L O O K S

Subtitle

In case of special project a subtle subtitle can be added to emphasize the message. Here is an example of a project called "**vision**".



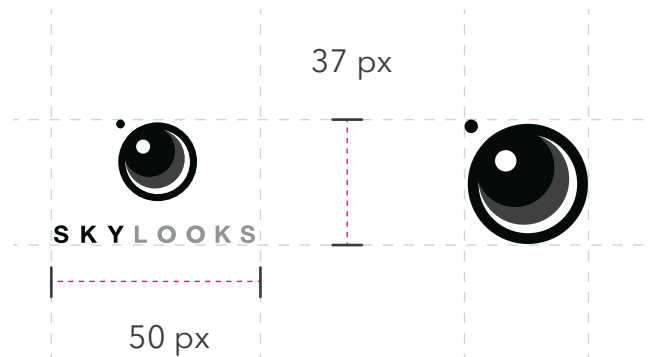


The Logo Usage



Exclusion Zone

There must always be a clean active space around the logo. As do Humans, so the Logo needs to breathe. To float. Only then it can express its lightness, grace and the intended message.



Minimum Size

If the width and height of the coherent logo is smaller than **50x37px**, it is necessary to use the logo separately from the logotype (for legibility).

The reason for this is the pure appearance and visibility of the circle sign.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squishing the shape and text. It's ugly.

If the space is restrictive, the scale of the logo (*not* the dimensions) must be adjusted to fit.



Correct!

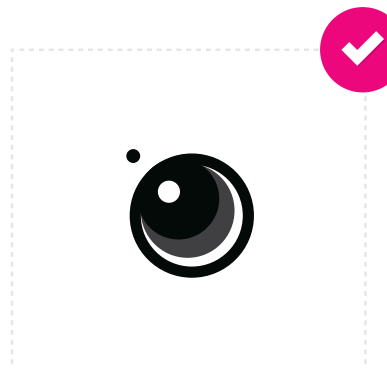
The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

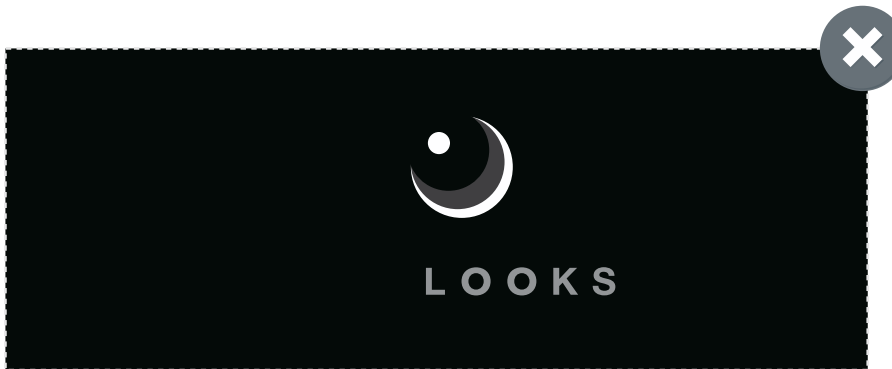
The logotype has been moved separately to the right side in order to fit into narrow area.

If the space is narrow enough, a logotype-less version of the logo should be applied.



Correct!

The logo's shape is consistent with the initial design.



Wrong!

A black version of the logo has been placed on a dark background. Too bad for me as you can't recognize my brand easily.

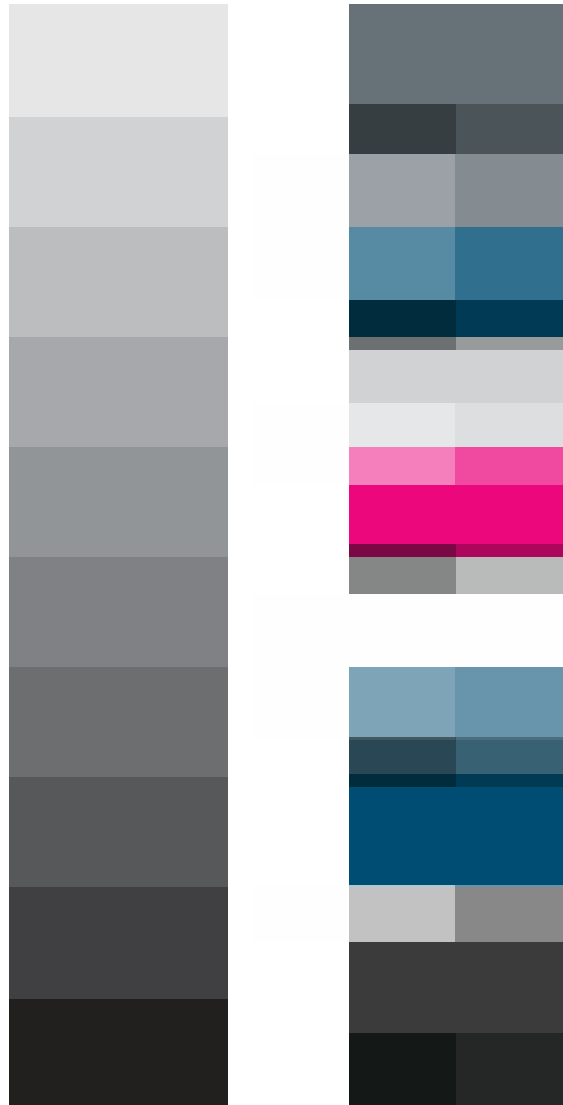


Correct!

Much better. The logo should be used by following this guideline and using the brain at least a little bit.



Identity Colour Scheme



Playfulness

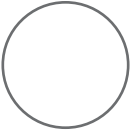




It's pretty simple.

The primary logo is a **black & white** or **white & black** (depends on your preferences). This means it has got no colors. I wanted the simplest-ever solution and colors get things a bit tricky somehow. However, this being said, doesn't mean I do not use any colors throughout my communication. I do because what life would it be without any colors?

Identity colors combine two primary colors (Grayscale) and three other dominant colors to make it a bit more more flexible and intriguing.

I've defined a core set of colors to use but **the system is opened**. I love a lot of colors and I don't want to feel limited to the colors defined here and on the next page.



| | | NAME | CMYK | RGB | HEX |
|---|---|--------------------|-------------------|-----------------|---------|
| Primary Colour <i>logo / background / accent</i> |  | My White Warrior | 0 / 0 / 0 / 0 | 255 / 255 / 255 | #FFFFFF |
| Primary Colour <i>logo / background / accent</i> |  | My Black Lady | 60 / 0 / 20 / 96 | 4 / 10 / 8 | #040a08 |
| Colour <i>text / content</i> |  | Pantone 430 C | 33 / 18 / 13 / 40 | 124 / 135 / 142 | #7c878e |
| Colour <i>highlighting / accent</i> |  | Pantone P 114-16 C | 100 / 18 / 0 / 60 | 0 / 76 / 109 | #004C6D |
| Colour <i>highlighting / accent</i> |  | Pantone P 73-8 C | 0 / 100 / 12 / 0 | 213 / 6 / 111 | #D5066F |



Identity Typography

Background

I was looking for my "dreamed" typeface for a really long time. The typeface **Avenir** however, was the first one to charm me with its elegance and simplicity. I fell for it immediately. I pay my respect to Mr. Frutiger and Akira Kobayashi.

Primary Typeface

Avenir Next LT Pro (Regular) *Content*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Secondary Typeface

Avenir Next LT Pro (Demi) *Tagline / Subheadings*

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Identity Application

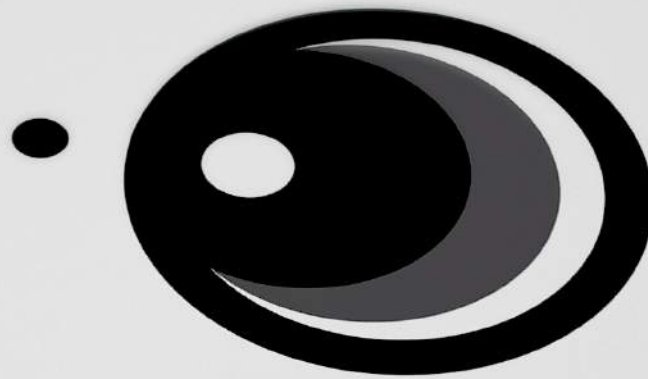
www.skylooks.cz

+420

LUKÁŠ ZÍDKA

Digital Art & Illustration

www.skylooks.



www.skylo

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Digital Art & Illustration

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ZÍDKA



Prague garage, October 31, 2015

Dear Sir, Lancelotus,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus rhoncus. Curabitur sagittis hendrerit ante. Pellentesque ipsum. Fusce tellus odio, dapibus id fermentum quis, suscipit id erat. Mauris suscipit, ligula sit amet pharetra semper, nibh ante cursus purus, vel sagittis velit mauris vel metus. Nullam dapibus fermentum ipsum. Ut tempus purus at lorem. Nullam rhoncus aliquam metus. Etiam posuere lacus quis dolor.

Duis sapien nunc, commodo et, interdum suscipit, sollicitudin et, dolor. Aliquam erat volutpat. Aliquam ornare wisi eu metus. Nunc dapibus tortor vel mi dapibus sollicitudin. Vivamus luctus egestas leo. Mauris tincidunt sem sed arcu. Fusce dui leo, imperdiet in, aliquamalesuada. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam eget nisl. Etiam neque.

Nulle non arcu lacinia neque faucibus fringilla. Maecenas ipsum velit, consectetur eu lobortis ut, dictum at dui. Suspendisse sagittis ultrices augue. Nulla est. Donec ipsum massa, ullamcorper in rutrum.


Lukáš Zídka

Digital art, illustration and a world without any boundaries
+420 776 759 272 | lukas@skylooks.cz | www.skylooks.cz



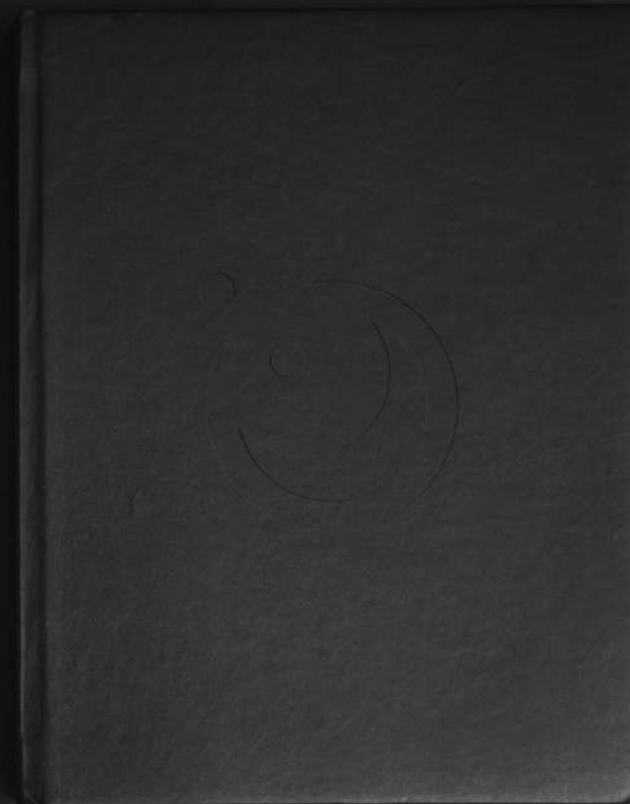
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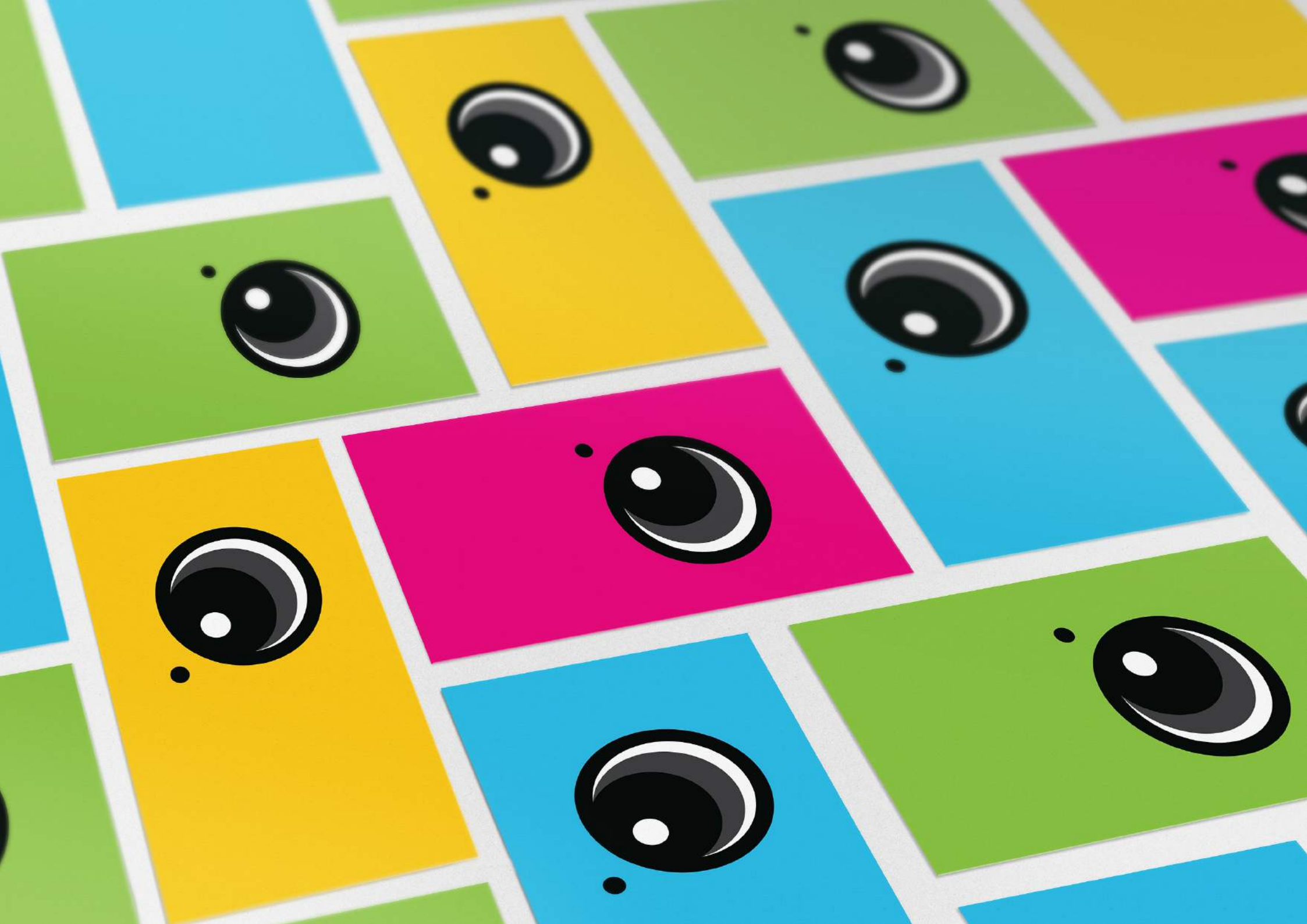


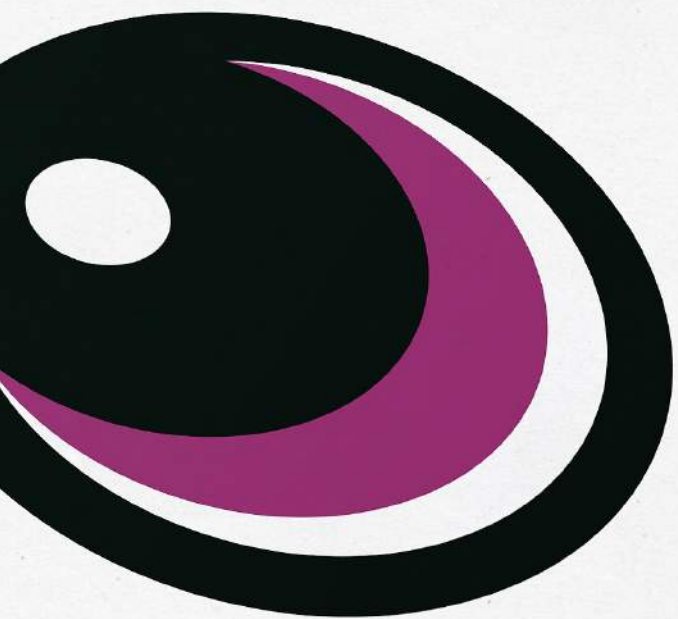
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SKYLOOKS
UNIVERSE









Final words

As stated at the beginning, this guideline should help me but I would be glad if I inspire anybody else out there. If you have any questions about my Personal Identity or need more information feel free to ask me. Life is about communication. Life is about inspiration. Life is actually about all of us.

Don't you ever forget that!



Lukáš Zídka

Digital art, Illustration and a world without any boundaries!

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“More than meets the eye.”