SKIFT BELIEFS

The travel industry should be transparent, accessible, and forward-thinking.

The future of travel is at the intersection of technology, marketing and design.

Travel should be defined by trend lines and not headlines.
DEFINING THE FUTURE OF TRAVEL.
Skift has boldly taken the travel world to a new, fresh and transparent place.

This visual language explores how we can bring Skift’s opinionated, informal, unapologetic conversation to the brand identity.

Some elements explored: strong type, bold colors, flat solid icons
Wordmark Use

The wordmark should mainly be used as black over white.
Wordmark Space

Clear space around the logo helps it stand out by separating it from any other visual elements or copy near it. In any scenario or situation use the height pixels of the logo as a guide. In this case the logo height is 50 pixels, there should be 50 pixels of padding around the logo.
Skift
Wordmark Use

In other cases the wordmark can be used as white over black or it can also be used as black over yellow, the brand color.
Defining the future of travel.

Skift

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COLOR PALETTE
**Color Palette**

Skift color palette is composed of black, white and yellow. Supported by a secondary supporting shades of gray and deep green.

### Primary

- **Black**
  - HEX: #000000
  - RGB: 0, 0, 0

- **Yellow**
  - HEX: #FFFF00
  - RGB: 255, 242, 0

- **White**
  - HEX: #FFFFFF
  - RGB: 255, 255, 255

### Supporting - Web

- **Red**
  - HEX: #D14339
  - RGB: 209, 67, 57

- **Pink**
  - HEX: #C8265D
  - RGB: 200, 38, 93

- **Purple**
  - HEX: #8A2D9A
  - RGB: 138, 45, 154

- **Blue**
  - HEX: #4A9A4E
  - RGB: 74, 154, 78

- **Green**
  - HEX: #D85914
  - RGB: 216, 89, 20

- **Orange**
  - HEX: #E47914
  - RGB: 228, 121, 20
Montserrat is a typeface that rescues the beauty of urban typography from the first half of the twentieth century.

We chose a geometric typeface for its contemporary qualities, but with its own variants in length, width and height proportions, each adding to the Montserrat family. These aspects give a more organic and humanist touch to the typeface.
Skift's primary typeface is Montserrat. Montserrat light should be used for body copy in digital and printed material. Trade Gothic Bold Condensed is a supporting typeface used for long headlines and quotes.
Skift, as a company, is about that transformation.

ABOUT SKIFT

We launched in August 2012, with the big ambition of becoming the daily homepage of the global travel industry. Our underlying premise was to be fanatically focused on documenting and helping the travel industry understand the changing traveler behavior. From the two founders who launched the company out of their bedrooms to now 26 people on the Skift team in a light-filled New York City office, we have grown into the biggest business intelligence brand in travel.

“SKIFT DECIPHERS AND DEFINES GLOBAL TRAVEL TRENDS.”
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PHOTOGRAPHY
**Photography Use**

Skift photography should be used natural. In cases where text needs to be applied a black overlay, color block or tag graphic can be used.
Defining the future of travel.

Get a daily summary of the travel world emailed to you every morning. It takes 1 minute to know what's going on!

Email Address

SIGN UP

These Radical Hotels of the Future Emphasize Mobility and Sustainability.
GRAPHICS
Graphic Element

Skift graphic element is distilled from its tag icon, a cut of the tag in forward motion to use as a supporting graphic element.
SKIFT DECIPHERS AND DEFINES GLOBAL TRAVEL TRENDS.
DEFINING THE FUTURE OF TRAVEL.

Skift is the largest industry intelligence platform providing Media, Insights and Marketing to key sectors of travel. You can find more about Skift at www.skift.com.
Skift pattern is composed of bold tag graphics in sequence at a 45 degree angle. It is used as a super graphic to cut and break single photographs.
THANKS