Usage guidelines for the Skovik logo

The Skovik logo reflects our mission to simplify transactions and streamline work-related travel. The two slightly convex arrows are inspired by aeroplane wings, symbolising movement and connection. Observant viewers may also notice a subtle "S" formed between the arrows, reinforcing the Skovik brand identity.

Logo variants

The Skovik logo is available in three formats:

- **Primary logotype**: The default choice for most use cases.
- **Icon**: Use when space is limited.
- **Wordmark**: A standalone textual representation of Skovik.

Color variants

The logo is available in the following color options:

- **Primary Skovik green**: HSL(135, 50%, 30%)
- **Dark mode Skovik green**: HSL(135, 50%, 70%)
- **Monochrome**: A black-and-white version for special occasions.

Spacing and whitespace

To maintain visual clarity and ensure the logo stands out, minimum whitespace equivalent to the width of the "k" in "Skovik" should surround the logo.

The minimum whitespace should be:

- **10%** of the total length of the primary logotype.
- **15%** of the total length of the wordmark.
- **45%** of the total length of the icon.

Following these guidelines ensures a consistent and professional presentation of the Skovik brand across all platforms and contexts.

10 % of the lenght of the primary logotype

15 % of the length of the wordmark

45% of the lenght of the icon