









Brand Manual



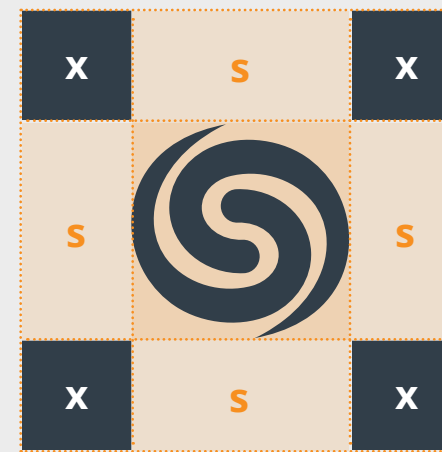


1.0	LOGOMARK	
2.0	COLORS	
3.0	TYPOGRAPHY	
4.0	GRAPHIC ELEMENTS	
5.0	BRAND VOICE	
5.0	WEBSITE	



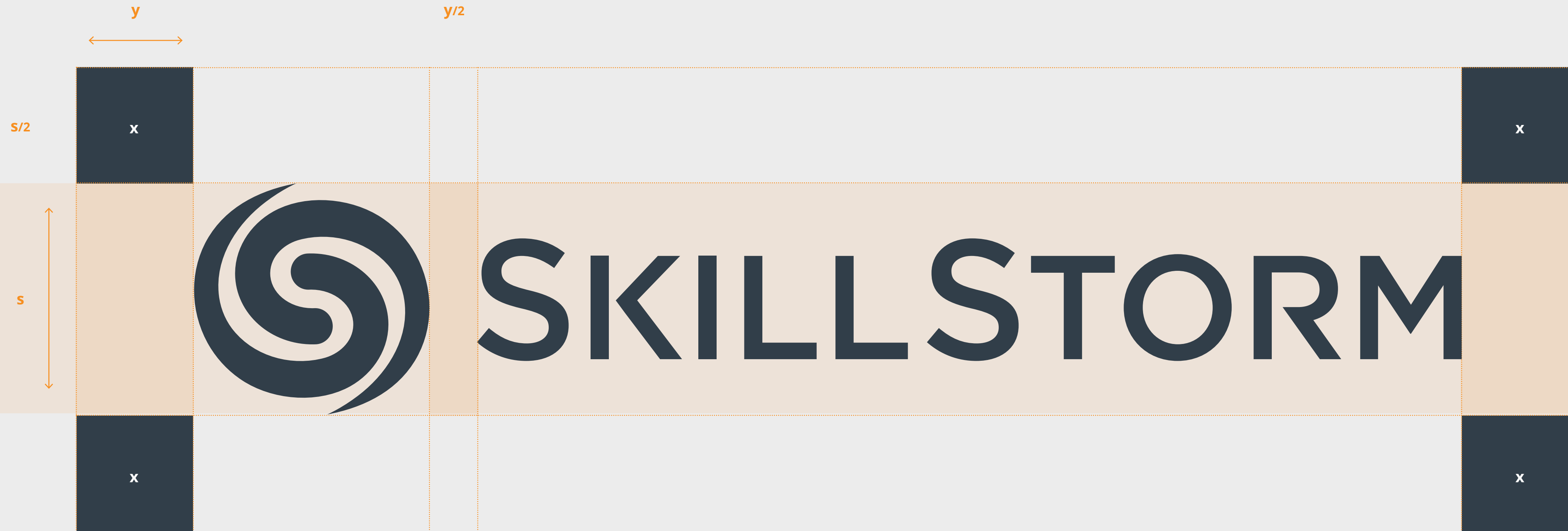


01 // Logomark



LOGOMARK // SAFE ZONE

A minimum area of space must always surround the mark/logotype lock-ups. This isolation area allows the identity to stand out by ensuring that other visual elements are kept clear from the mark. This clear space is based on the height (x) of the logomark at any given size.



Our most recognizable element, the Skillstorm logo mark, contains the DNA of our company and community culture and evokes a bold passion for the tech industry.

The most common color use case for these marks should be either single color or a combination of the core colors; ● Vivid Orange, ● Limed Spruce, or ● White.



Full logo mark:

This is our representational mark, primarily used internally and externally on our website, marketing materials, and partnerships when locked up with other logos.



Storm icon:

The quickest way of saying 'SkillStorm' without spelling it out, the storm symbol represents everything about our community and us through an icon.

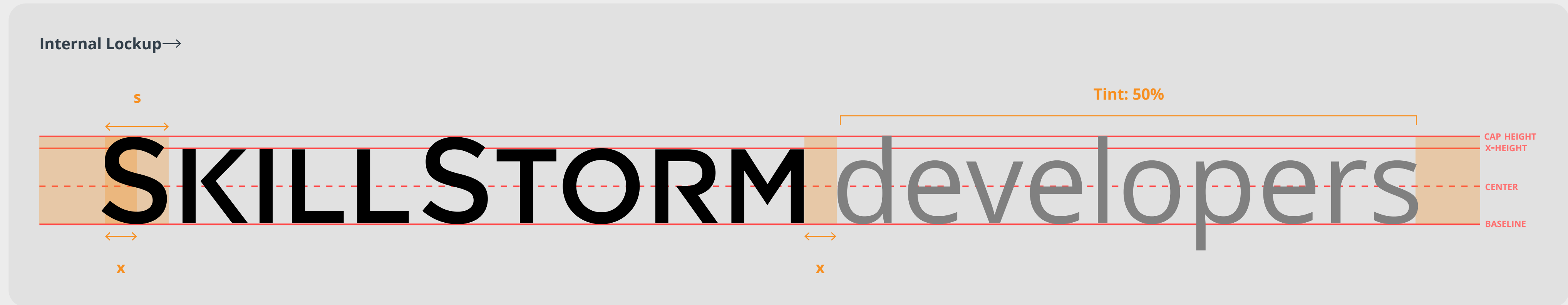


Word mark:

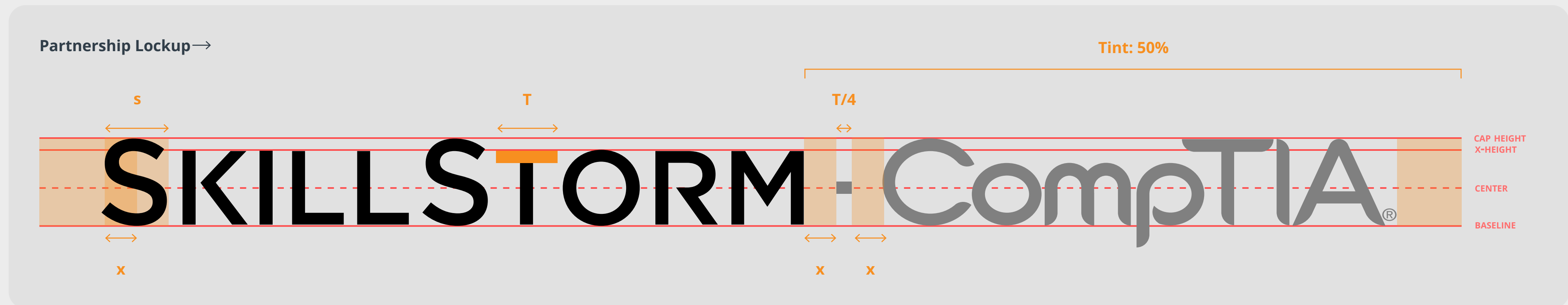
This is another symbolic mark. Primarily used internally and in partnerships when locked up with other logos.

Sometimes our logo likes to team up with other logos or copy. With the proper spacing, it'll play nice with almost anything. Here are some guidelines for those instances.

SKILLSTORM developers



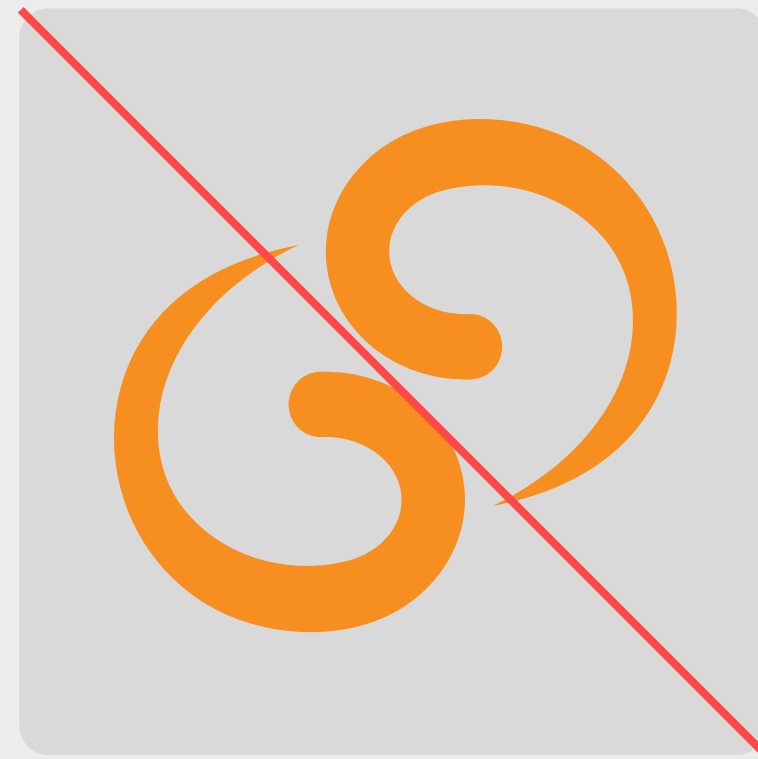
SKILLSTORM · CompTIA



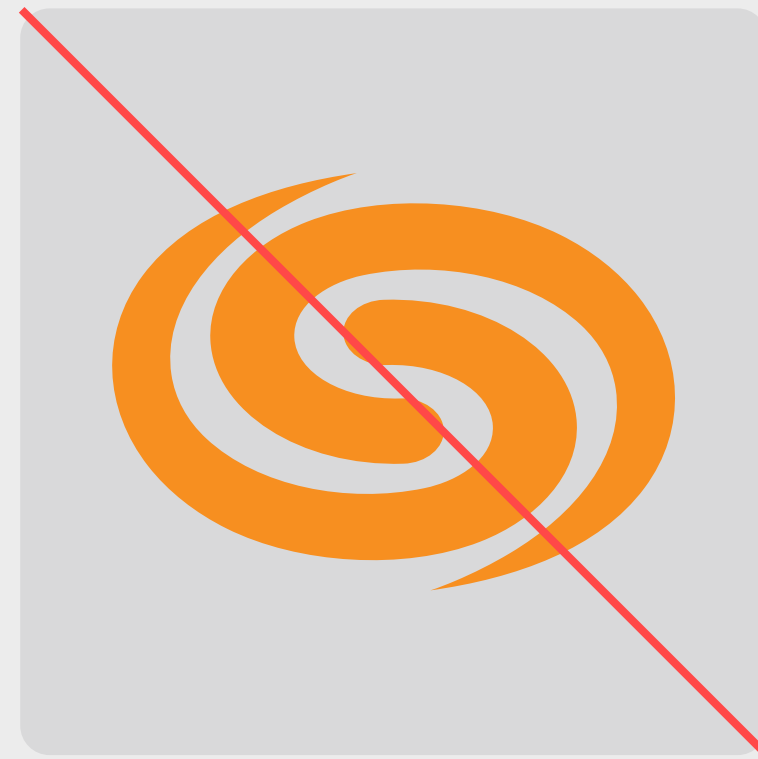
A few rules are essential to maintain the integrity of the brand. Don't compromise the overall look of the logo by skewing, distorting, or spacing it in any way. That includes adding unnecessary and unattractive effects or color combinations. Common compositional errors are as follows:



Do not rotate glyph



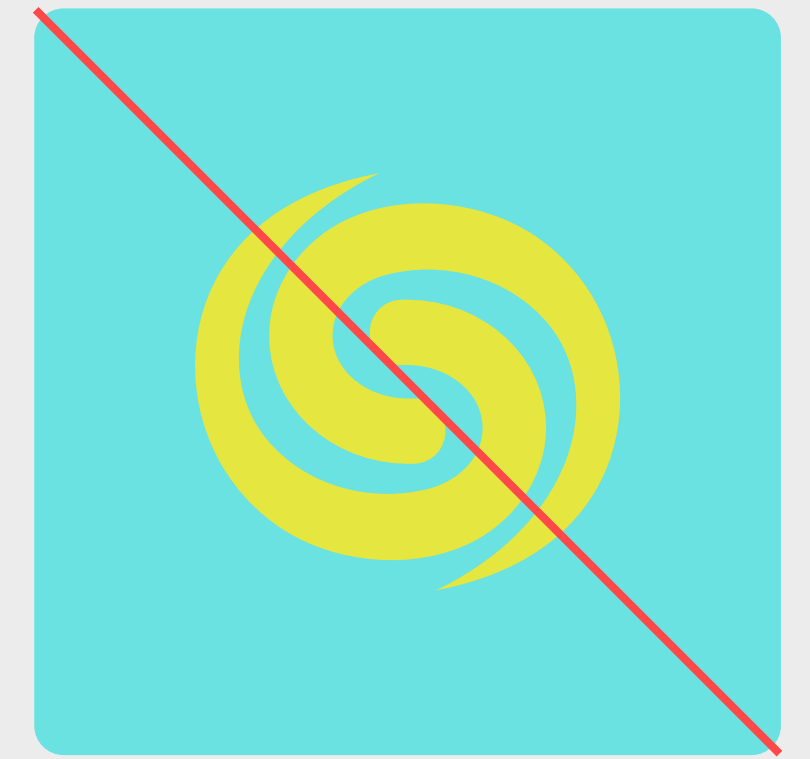
Do not deconstruct glyph



Do not stretch glyph



Do not fill in glyph



Do not use wrong colors



Do not use gradients



Do not deconstruct wordmark



Do not outline glyph or wordmark



Do not color logotype



Do not overlay glyph

02 // Color

Vivid Orange

PRIMARY

Pantone: 1375 C

CMYK: 0 / 53 / 99 / 0

RGB: 247 / 142 / 32

HEX: #F78E20

Limed Spruce

PRIMARY

Pantone: 432 C

CMYK: 79 / 64 / 52 / 44

RGB: 49 / 62 / 72

HEX: #313e48

Genoa Green

PRIMARY

Pantone: 7719 C

CMYK: 87 / 39 / 53 / 16

RGB: 24 / 112 / 112

HEX: #187070

Neptune

PRIMARY

Pantone: 7472 C

CMYK: 56 / 9 / 29 / 0

RGB: 111 / 185 / 185

HEX: #6FB9B9

Bright Red

SECONDARY

Pantone: Warm Red C

CMYK: 0 / 86 / 70 / 0

RGB: 255 / 72 / 72

HEX: #ff4848

Malibu Blue

SECONDARY

Pantone: 305 C

CMYK: 55 / 0 / 0 / 0

RGB: 72 / 213 / 255

HEX: #48D5FF

Granite

SECONDARY

Pantone: Cool Gray 11 C

CMYK: 63 / 56 / 55 / 30

RGB: 87 / 86 / 86

HEX: #575656

Light Gray

SECONDARY

Pantone: Cool Gray 8 C

CMYK: 52 / 43 / 41 / 7

RGB: 128 / 129 / 132

HEX: #808184

03 //

Typography

Open Sans is a clean and modern sans-serif typeface designed by Steve Matteson and commissioned by Google. It is specially designed for legibility across print, web, and mobile interfaces. As the primary font, Open Sans should be the default choice when selecting typefaces for branded materials.

Primary Font

Open Sans

[DOWNLOAD TYPEFACE](#) →

! CASCADING ALTERNATIVES

Alternatives are perfect for situations where Open Sans is unavailable and the user must apply a similar, more common font to their project. Alternatives are backups and should be used only when absolutely necessary. Follow the chart in order defaulting to the higher level based on availability.



UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopq
rstuvwxyz

NUMBERS

0123456789

PUNCTUATION AND SYMBOLS

\$¢€£¥@#?;!;+-+=%
.,()_ /<>«»&©¶Ω

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopq
rstuvwxyz

NUMBERS

0123456789

PUNCTUATION AND SYMBOLS

\$¢€£¥@#?;!;+-+=%
.,()_ /<>«»&©¶Ω

Lucida Grande is a humanist sans-serif designed by Charles Bigelow and Kris Holmes. The typeface has been bundled with Mac OS X since 1999. Lucida Grande is reserved explicitly for subtitles and quote attributions on the website and not for everyday use. This is a secondary font and should be used sparingly. When in doubt, default to the primary font, Open Sans.

Secondary Font

Lucida Grande

DOWNLOAD TYPEFACE 

CASCADING ALTERNATIVES

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UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopq
rstuvwxyz

NUMBERS

0123456789

PUNCTUATION AND SYMBOLS

\$ ¢ € £ ¥ @ # ? ! ; + - + = %
, . () _ / < > <> « » & © ¶ Ω

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopq
rstuvwxyz

NUMBERS

0123456789

PUNCTUATION AND SYMBOLS

\$ ¢ € £ ¥ @ # ? ! ; + - + = %
, . () _ / < > <> « » & © ¶ Ω

Typography should stay consistent across both print and the web. Type sizes can vary across mediums within the ratio.

H1 #FDFDFD

Font: Open Sans
Size: 45px
Line Height: 55px
Case: Title Case

H2 #414042

Font: Open Sans
Size: 26px
Line Height: 30px
Case: None

H3 #414042

Font: Open Sans
Size: 20px
Line Height: 30px
Case: None

H4 #414042

Font: Open Sans
Size: 18px
Line Height: 24px
Case: None

H5 #f78e20

Font: Lucida Grande
Size: 18
Line Height: 55px
Case: Title Case

Paragraph #808184

Font: Open Sans
Size: 18px
Line Height: 24px
Case: Title Case

List #808184

Font: Open Sans
Size: 16px
Line Height: 22px
Case: None

Small #808184


Font: Open Sans
Size: 45
Line Height: 55px
Case: Title Case



We Create Stormers, The world's Most Elite Developers

- ✗ Don't use colored type on dark backgrounds.
- ✗ Don't pick jarring or contrasting colors when selecting background colors behind photos.


✗



We Create Stormers, The world's Most Elite Developers

- ✓ Stick with the primary color palette or grays from the secondary palette for large background fills.
- ✓ Only use white-type titles on dark colors.


✓



We Create Stormers, The world's Most Elite Developers

- ✗ Avoid using vibrant colors on multiplied background overlays.
- ✗ Don't overlay photos with text without a blur added to the photo.

✗



We Create Stormers, The world's Most Elite Developers

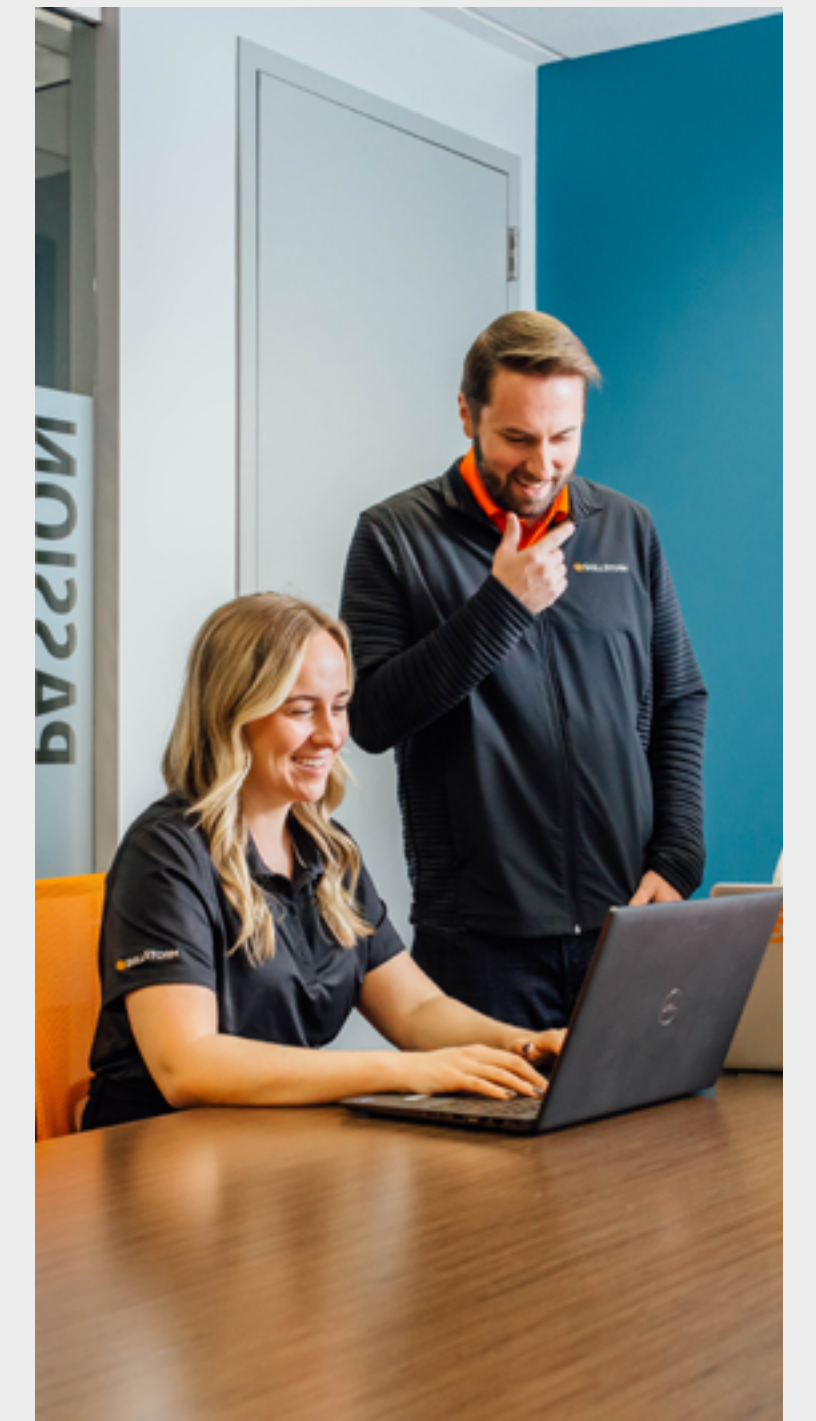
- ✓ Stick with the dark colors and gradients for multiplied background overlays.
- ✓ Only overlay photos with text when a blur is applied to the photo.

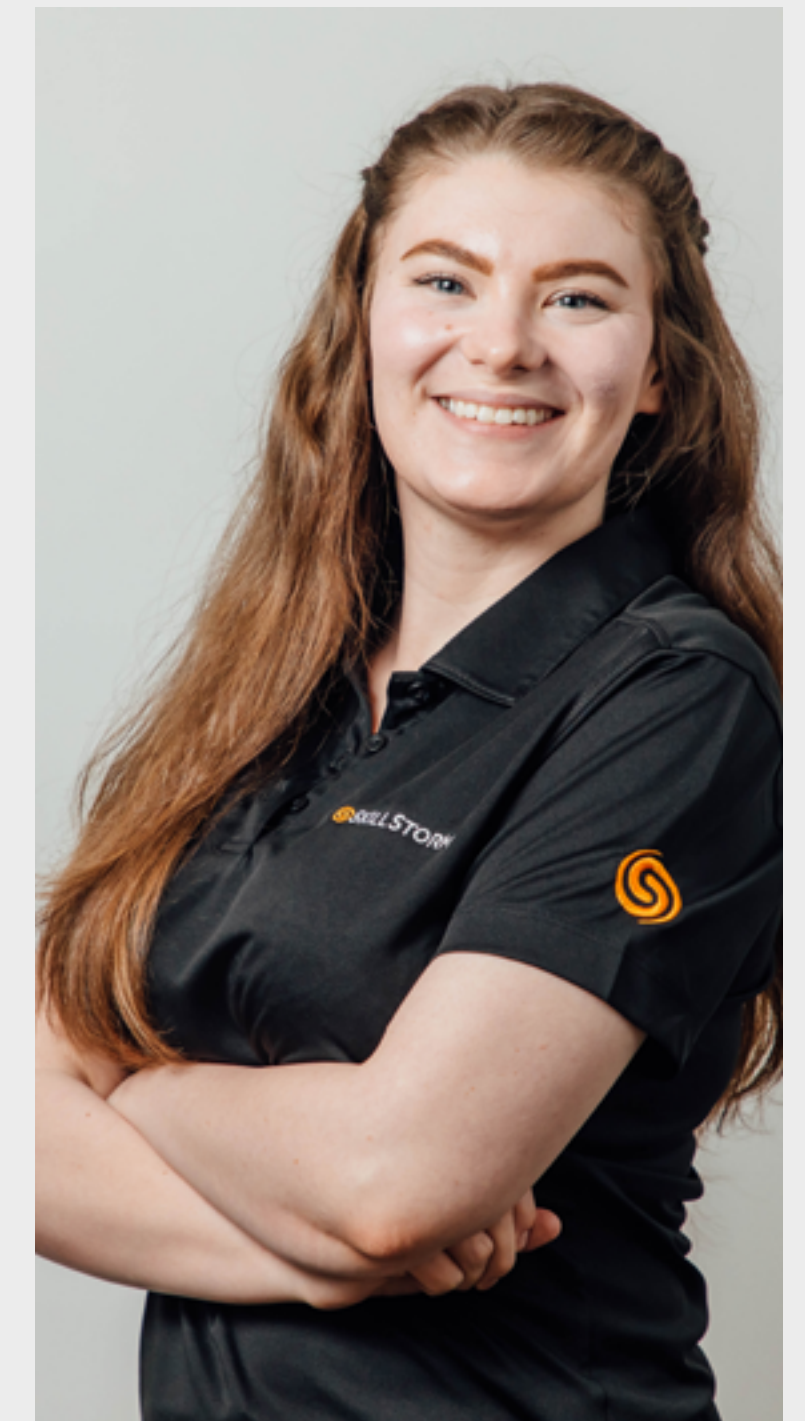
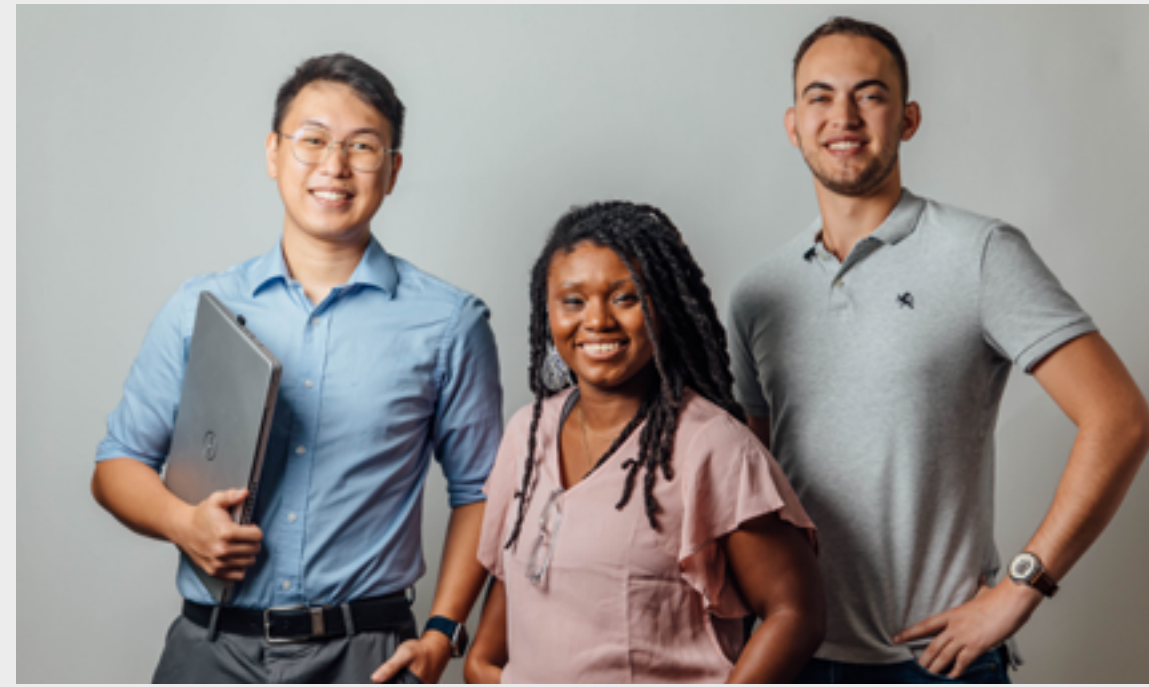
✓

04 //

Graphic Elements

People are our passion and business; photography should feature vibrant and bold people interacting and collaborating. When possible, we recommend a hint of brand colors to be present. Representation is essential to the company culture; therefore, rich diversity and inclusion should be apparent across marketing materials.





Icons are used extensively throughout the website and branding as a whole. Each icon represents a specific theme and should be used according to the chart below. While colors can be interchangeable for the fluidity of design, the original color use-case on the website for each icon should take precedence when possible.



	Workforce Alignment		Company		Fellow Stormers		We Uncover Hidden Talent		Candidate		Work & Play
	We Hire, Train, and Certify Talent		Technology		Customers		We Deploy Your Talent		Tech Training		Tenacity
	Become a Stormer		Passion		Winning		Custom Upskilling		University Partners		Earn & Learn
	Learning / Education Related		Flexible Learning		Turnkey Training		Screening		Our Partners		Transferable Skills
	Experienced Certified Instructors		Global Reach		High Wage, High Opportunity		Leading Technologies		Earn & Learn Alt		Dream Job
	Demand for Clearances		Client location / Remote		Emerging Technologies		SkillStorm Delivery Centers		Quote		SkillStorm Delivery Centers
	Recruiting										

Photography and illustration find common ground on the website often. The colors are illustrative to highlight the employees and the recruits that make the business shine.



SkillStorm's Six Core Values

Our core values shape the culture of our organization and help us achieve our purpose. They serve as the foundation for the professional advancement of Stormers and our ability to accelerate our clients' and partners' success.



Passion

We love what we do and it shows. We invest positive energy in others.



Fellow Stormers

We challenge to be great. We help them at every turn.



Work & Play

We work hard and have fun. We encourage and celebrate success.



Customers

We are integral to their success. We are deserving of their trust.



Tenacity

We never quit. We don't make excuses.



Winning

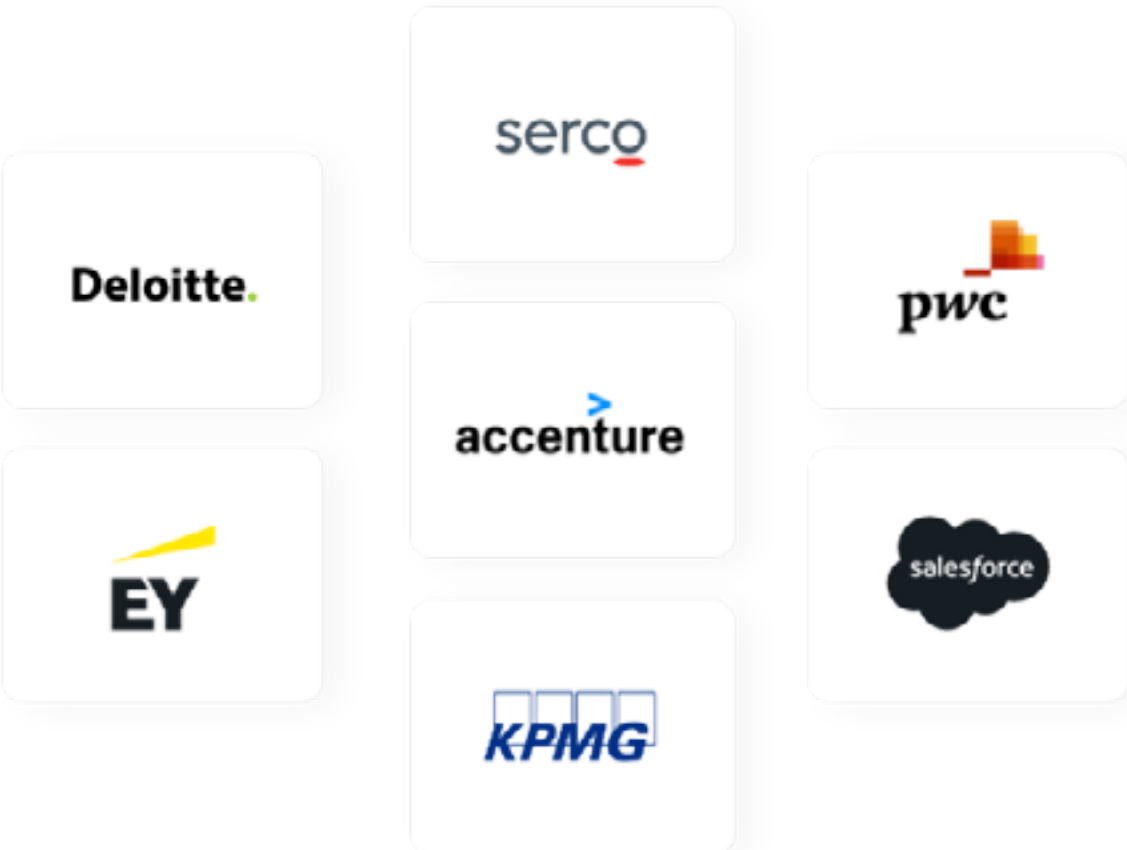
We outwork the competition. We aspire to improve, always.

Many students who make their way through courses and certifications are available to hire. We display their information on cards to show the process, certification, course catalogs, and more. It's a quick way to summarize a large amount of data into useful bite-sized chunks.

Experts in Leading Tech

Lorem ipsum dolor sit amet, consetetur **sadipscing elit**, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, **sed diam voluptua**. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam

Trusted By Thousands



A grid of six logos arranged in two columns and three rows. The logos are: Deloitte (top left), EY (middle left), serco (top middle), accenture (middle middle), pwc (top right), and KPMG (middle right).

In-Demand Technologies

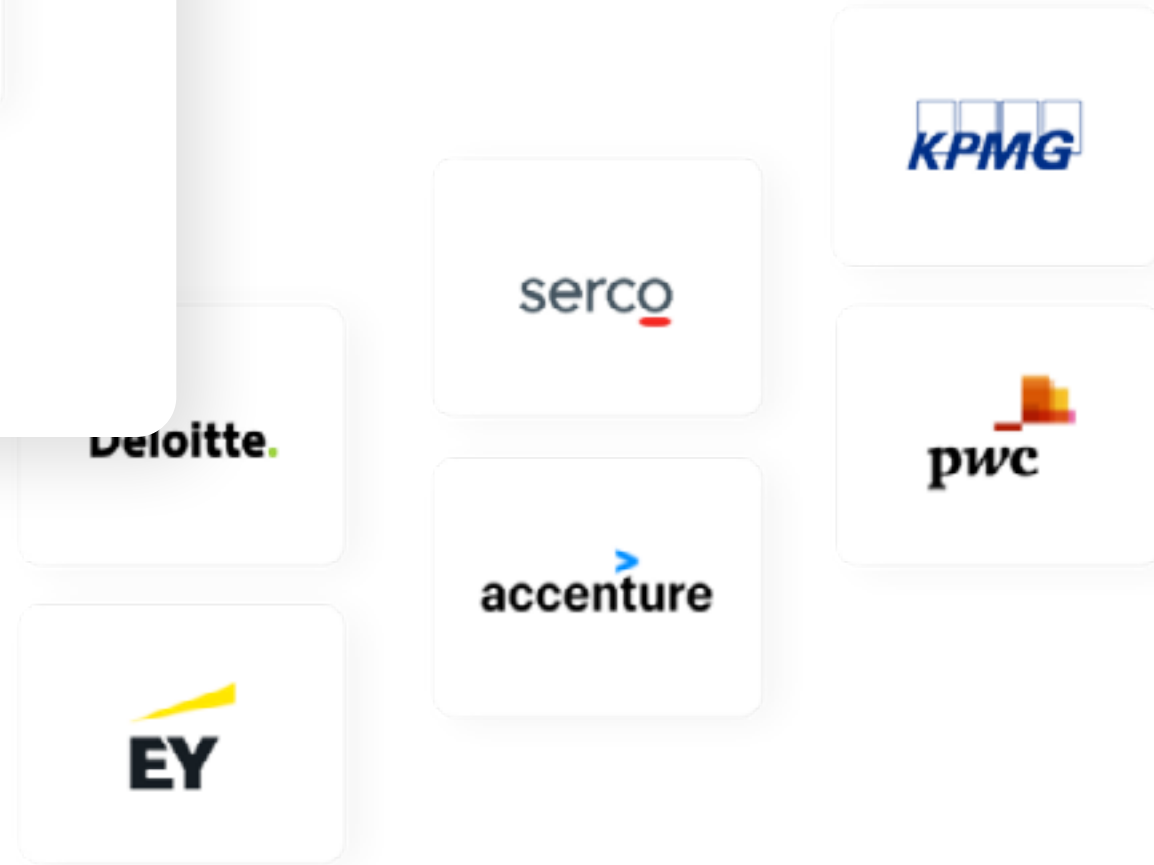


A horizontal row of five logos: aws, PEGA, appian, salesforce, and servicenow.

Experts in Leading Tech


Lorem ipsum dolor sit amet, consetetur **sadipscing elit**, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, **sed diam voluptua**. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam

Trusted By Thousands




A grid of six logos arranged in two columns and three rows. The logos are: Deloitte (top left), EY (middle left), serco (top middle), accenture (middle middle), pwc (top right), and KPMG (middle right).

TRUSTED BY



A horizontal row of four logos: Deloitte, accenture, serco, and KPMG.

 SKILLSTORM

Talk with a Recruiter


First Name * Last Name *

Last Name *

Email *

Open to Relocation * Resume

No File Chosen...
[Choose a File](#) ▼

 SKILLSTORM

Talk with a Recruiter


First Name * Last Name *

Last Name *

Email *

Location * Resume

No File Chosen...
[Choose a File](#) ▼

 SKILLSTORM

Ready To Upskill Your Team?

First Name * Last Name *

Email *

The SkillStorm Managed IT Apprenticeship Model

Upon Apprenticeship completion, you'll have an employee who is committed to your company and has the skills to advance to a junior-level position.

- 1

We source and thoroughly screen candidates to ensure you're connected with top talent.
- 4

Candidates start 12-to-36-month Apprenticeships working on your projects.
- 2

You interview and select the candidates that best align with your company's needs and workplace culture.
- 5








Our team provides continuing professional development and support.
- 3

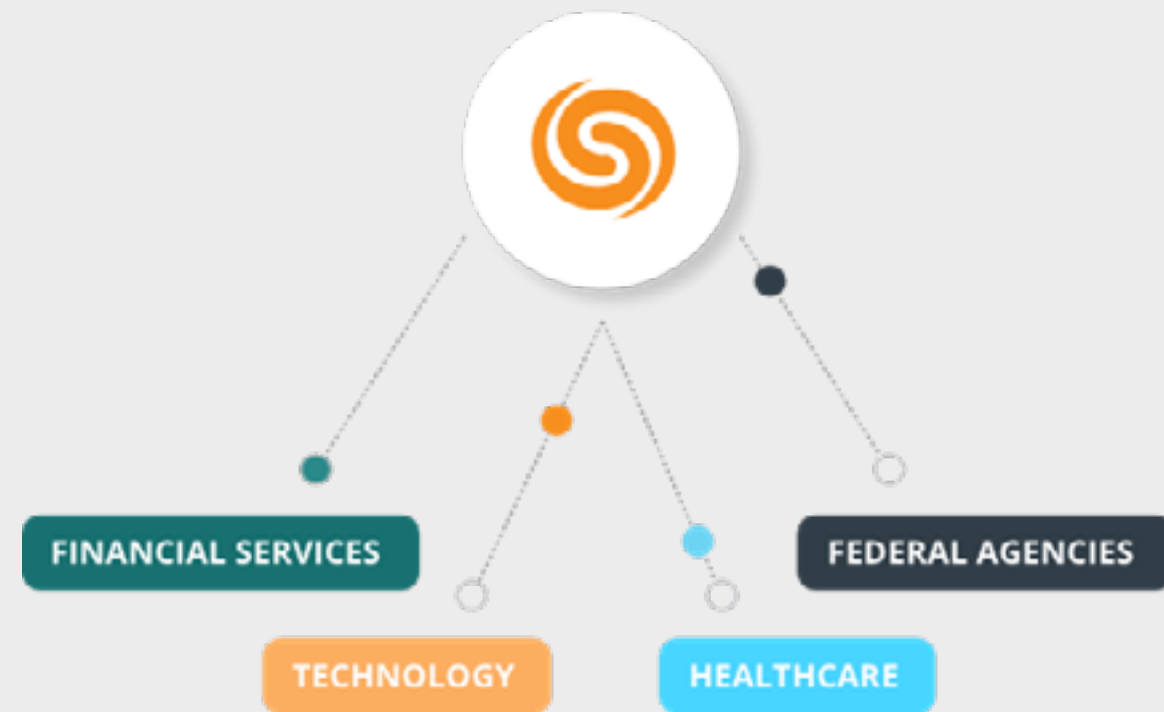
We custom train the Apprentices during off-hours in the technology stack your business requires.
- 6

We manage all government-required administration and compliance.

Learn More

Program Certifications

Programs	Details	Certifications Earned
AWS DevOps Certification Program	This program provides students with advanced training and provides experience designing distributed applications and systems on the AWS platform.	 
Appian Certification Program	Learn Appian Essentials, Interaction with RDBMS, REST and SOAP API Integration, and Appian Development Best Practices.	 
Java Microservices	Become well-versed in Java, Data and Web Layer, React and Javascript, DevOps and Hibernate, Spring, SOAP and Microservices.	
Pega Certification Program	Learn both core and advanced principles of application development on the low code Pega platform.	 



On Location Work



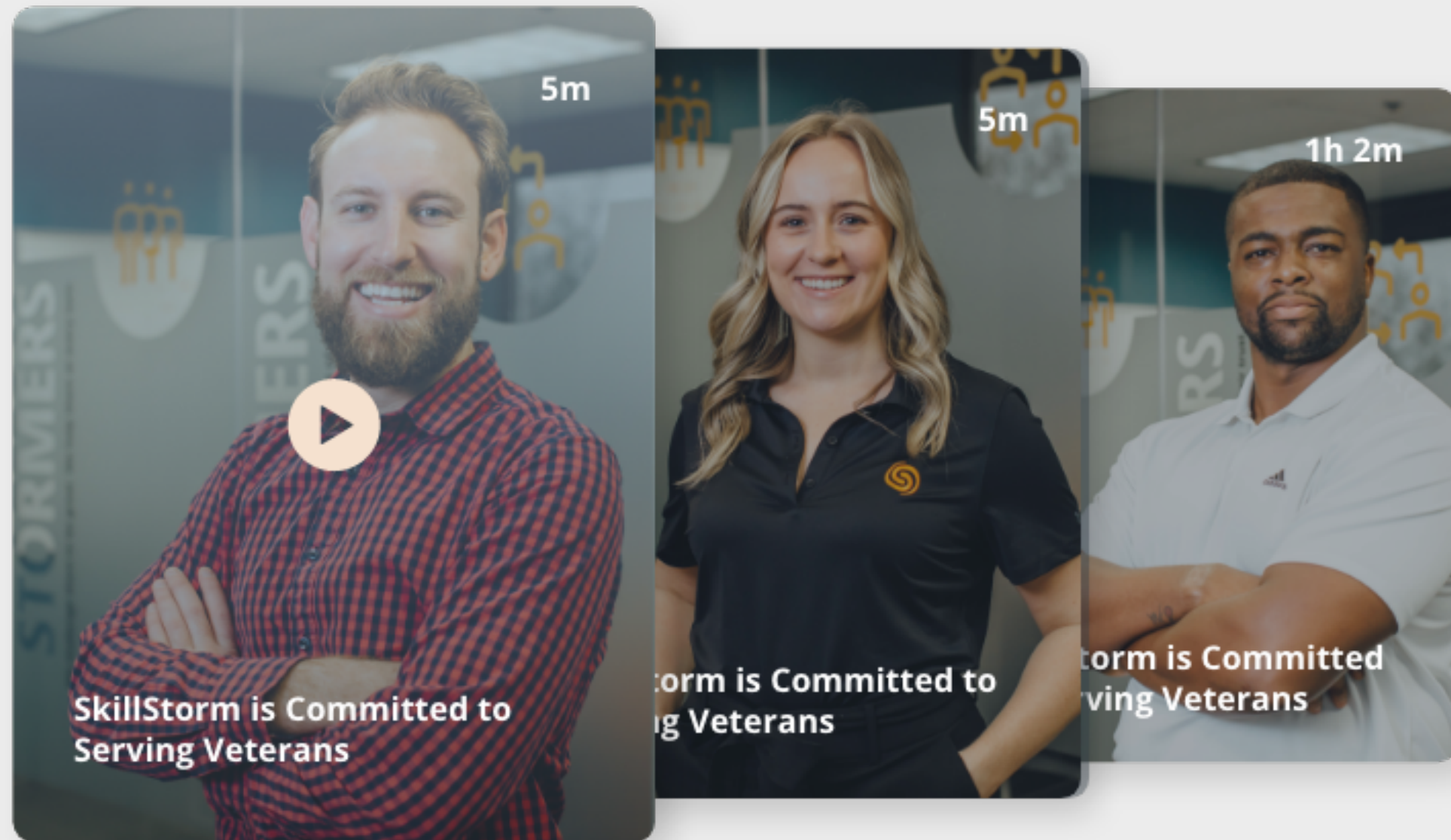
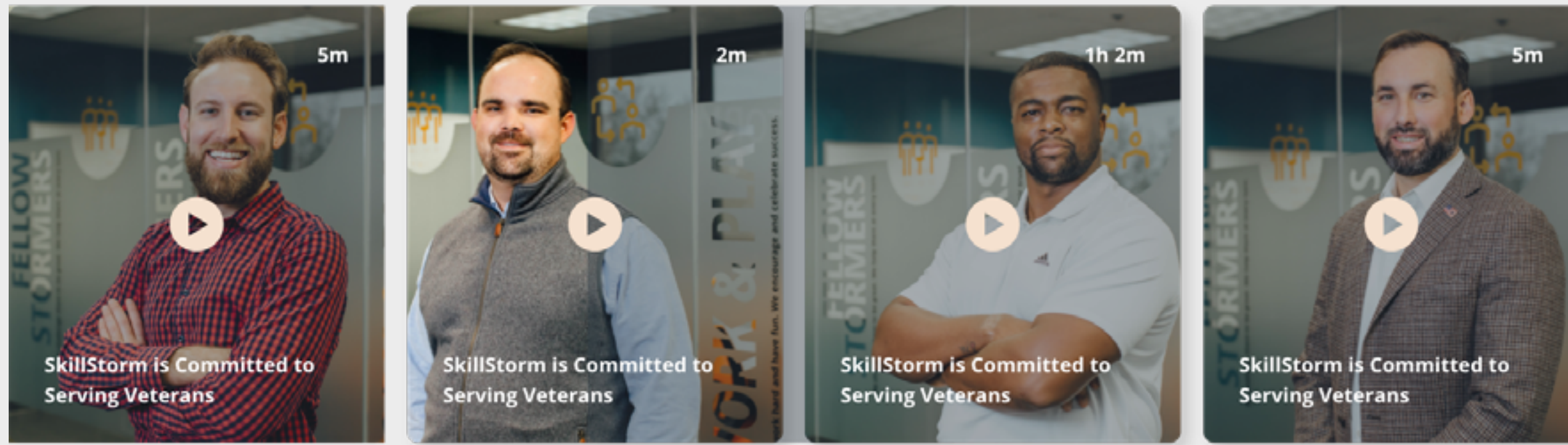
SkillStorm Delivery Centers

Charlotte, NC | Plano, TX | Atlanta, GA




Remote Work






Click the play button below to watch an Example Video.



Program Curricula	Off-The-Shelf	Modified Off-The-Shelf	 Completely Customized
Self-Paced	✓	✓	✓
Instructor-Led	✓	✓	✓
Expertly Curated Curriculum	✓	✓	✓
Lorem ipsum dolor sit amet		✓	✓
Lorem ipsum dolor sit amet			✓

[Get Started](#)

More Than Staffing	Traditional Staffing	 SkillStorm
Specialized Skills Development		✓
Quick Hiring		✓
Fulfill Specialized Tech Roles	✓	✓
Access To a New Cohort of Tech Talent		✓
Post-Hire Certification Programs		✓
Quick Hiring Process	✓	✓
Extensive Background Check	✓	✓

05 // Brand Voice

SUPPORTIVE

ACCELERATE

DIRECT

HONEST

ELITE

TECH

SEAMLESS

LEADERS

BOLD

ACCESSIBLE

CUSTOM

EDUCATION

GLOBAL

GENUINE

TALENTED

STRUCTURE

Tone

Though SkillStorm has two audience profiles, our tone should be consistent. As the global leader in launching and accelerating tech careers, we must communicate that we are solutions based, competent, trustworthy, and experienced regardless of the delivery method or target audience. The objective of our writing approach should be first understanding and second capability.



Voice Characteristics

The characteristics we express through vocabulary and sentence structure

Bold, not Arrogant

We promise large solutions for our customers and candidates. We need to make bold statements that do not detract from the impact of our solutions. Sharing and speaking about our successes is an important part of explaining our value. We need to communicate these wins without coming across as arrogant. Relatability and trustworthiness are core components of writing that build consumer confidence.

Gender-Neutral

Our writing should be gender-neutral in all applications. We need to speak to the reader without addressing their gender. By speaking to their position (“as a leader in tech”, “as a recent graduate”), we can be personal without talking about their gender.

Professional

Our language should feel professional and informative without being clinical. Speaking to our capabilities is essential, as is a professional language. The risk of professional writing is that it can come across as unrelatable. Connecting with the audience while using professional language is of utmost importance.

Tone and Voice | Sample Text



✓ At SkillStorm, we create the world's most elite developers.

✓ We are the global leader in launching and accelerating tech careers.

✓ Because of our trainers' expertise and mastery of AWS, we implemented a global training solution in one month. We worked odd hours to accommodate the cohorts that were in other time zones to ensure that our project deadline was met on time.

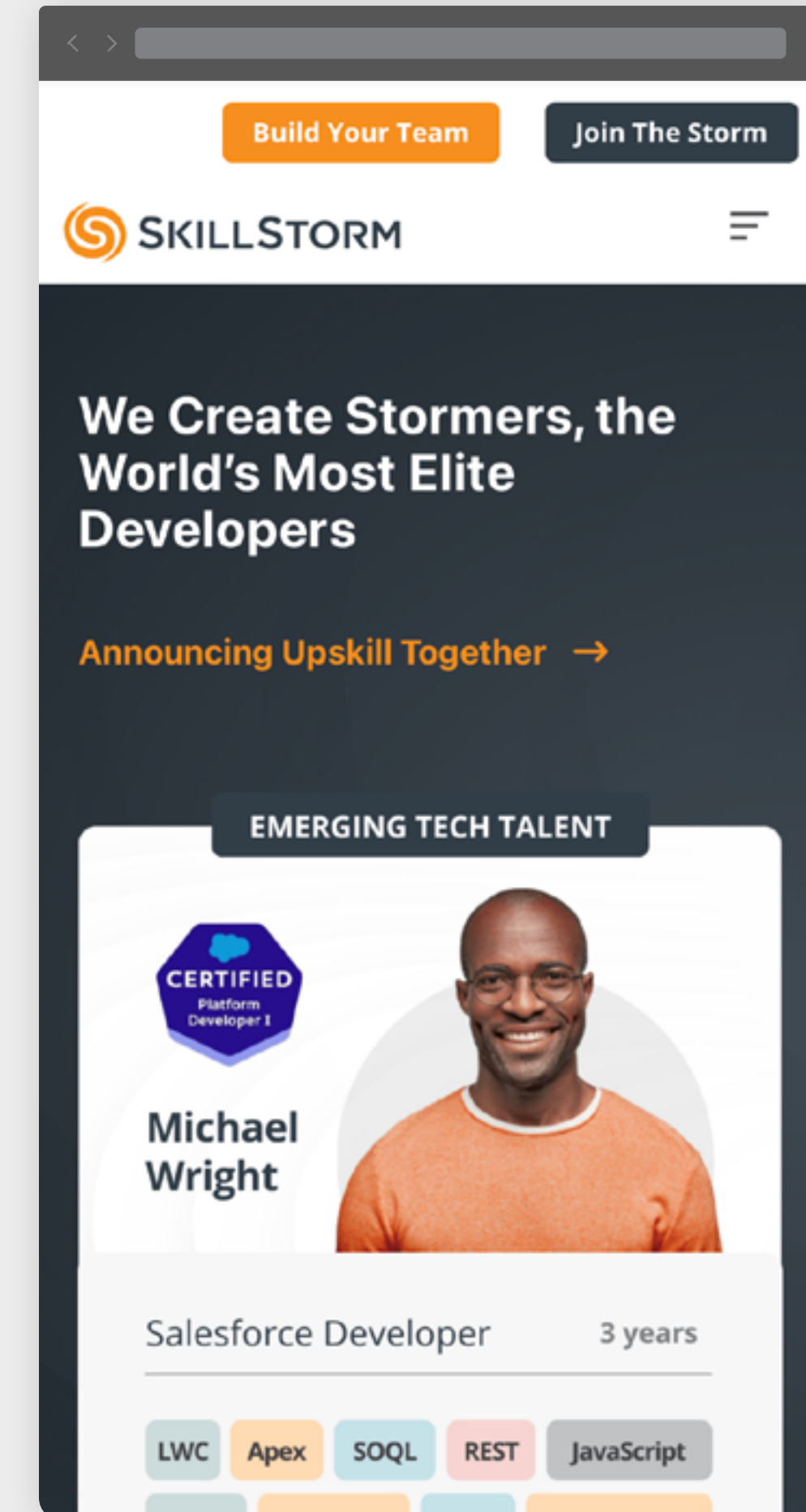
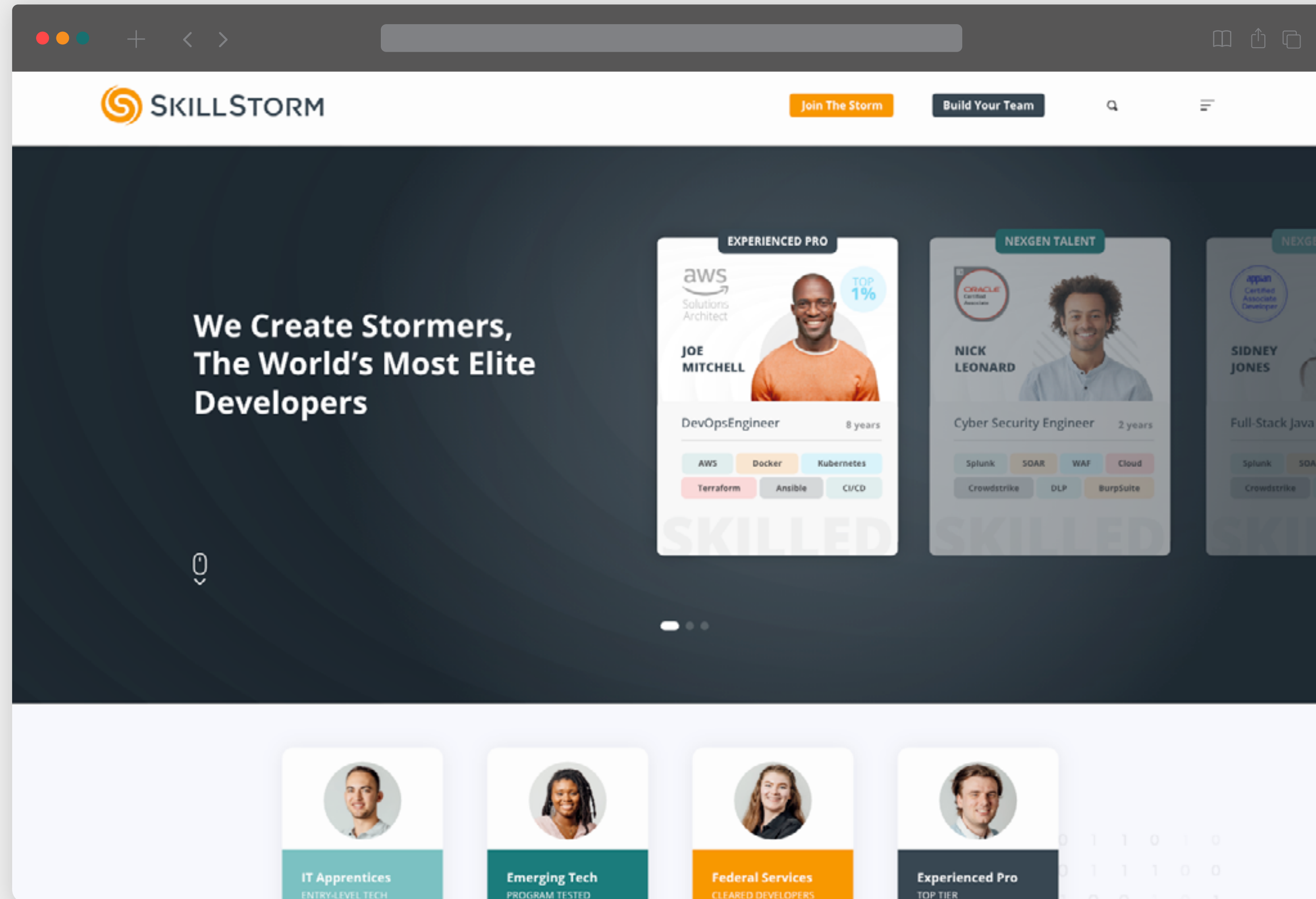


✗ At SkillStorm, we develop better than anyone else.

✗ When it comes to launching and accelerating tech careers, we are the best.

✗ We are experts at AWS. This allowed us to implement a global training solution in one month.

05 // Website



GRID

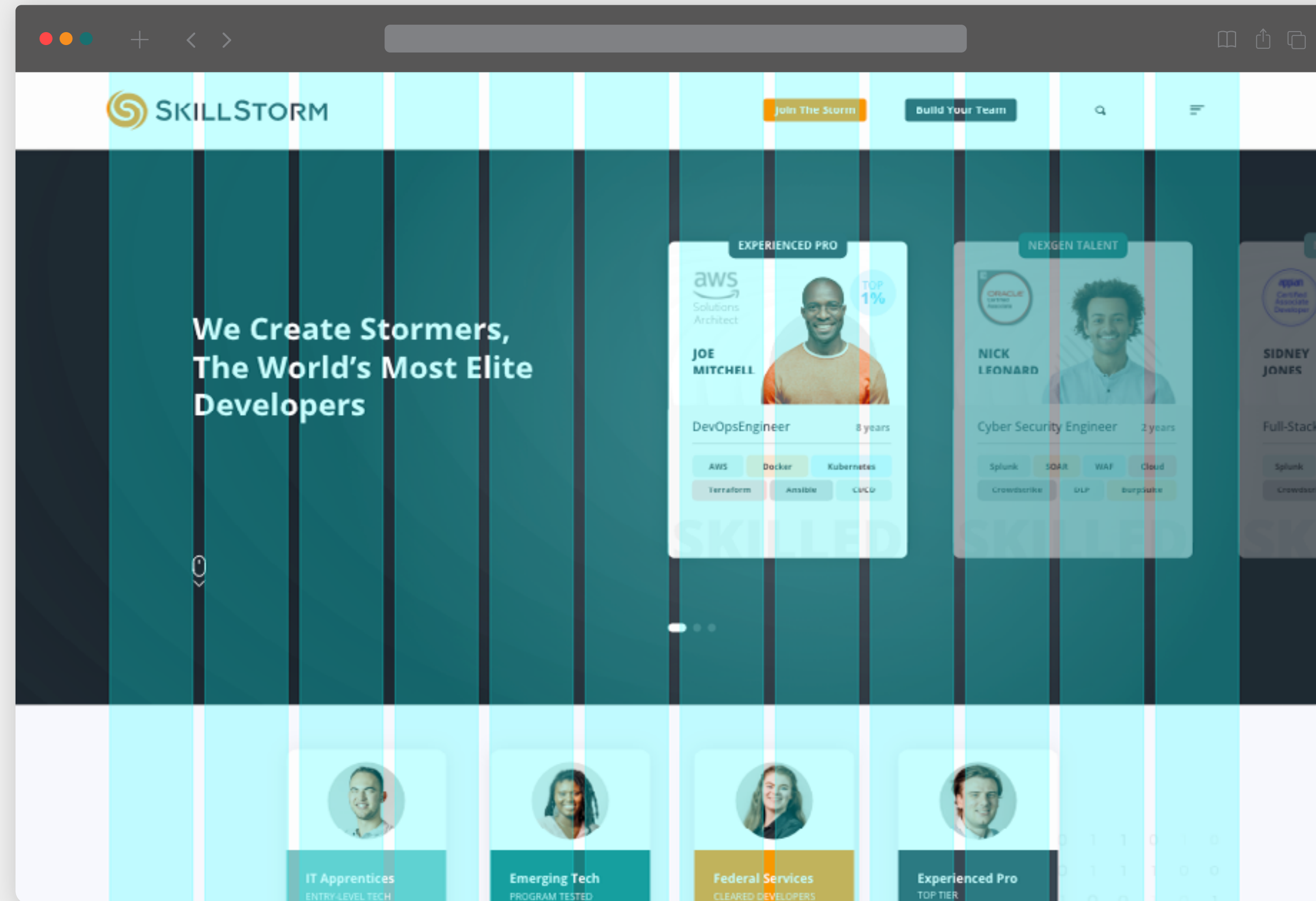
Layout

Columns 12

Gutter Width 16

Column Width 122

140





We Create Stormers,
The World's Most Elite
Developers

EXPERIENCED PRO

JOE MITCHELL 7 years

DevOps Engineer

Skills: Java, Python, AWS, Kubernetes

Education: MS

Company: Amazon

TECH GENIUS

NICK LEONARD 1 year

Cyber Security Engineer

Skills: Python, C++, Java, JavaScript

Education: BS

Company: IBM

Launch AWS, Salesforce, Pega and Comp.
Certificate Programs Within 30 days.

- Custom Branded Portal
- Authorized Instructors
- Authorized Content And Labs
- Custom Branded Marketing Material
- Enrollment Management

Learn More

We're Creating a Storm of New Developers



Client's Skill Gap

Our Outcomes. Work at Skillstorm.

Why Work at Skillstorm?

- Make a meaningful difference by helping people launch and accelerate their tech careers.
- Our culture of excellence, advancement, collaboration, and services.
- Satisfaction of seeing your hard work have an immediate impact.
- Our commitment to ensuring work-life balance.
- Expand your skills and experience and accelerate your career.



Passion
We love what we do and it shows. We invest positive energy in others.



Work & Play
We work hard and have fun. We encourage and celebrate success.



Tenacity
We never quit. We don't make



Customers
We are integral to their success. We are deserving of their trust.



Winning
We outwork the competition. We



Fellow Stormers
We challenge to be great. We help them at every turn.

ELITE DEVELOPERS BUILT FOR YOU
The Stormer Difference

We provide an exclusive pipeline of domestic technology talent, not available on the open market. Within a few months we can put an end to your domestic tech talent shortage. Stormers are hand-picked and custom trained for your company so on completion of our program the possess the skills and passion to accelerate your digital initiatives.



Urgent
Highly committed to delivering on schedule.



Precise
Certified and battle tested developers, trained by the industry's best.



Engaged
High performers who love to contribute and collaborate.

Build Your Team

Skillstorm

