If you have a spine, visit our complete brand guidelines at skype.com/go/brand
Username: skype
Password: br4nd

the World according to Skype.

skype™

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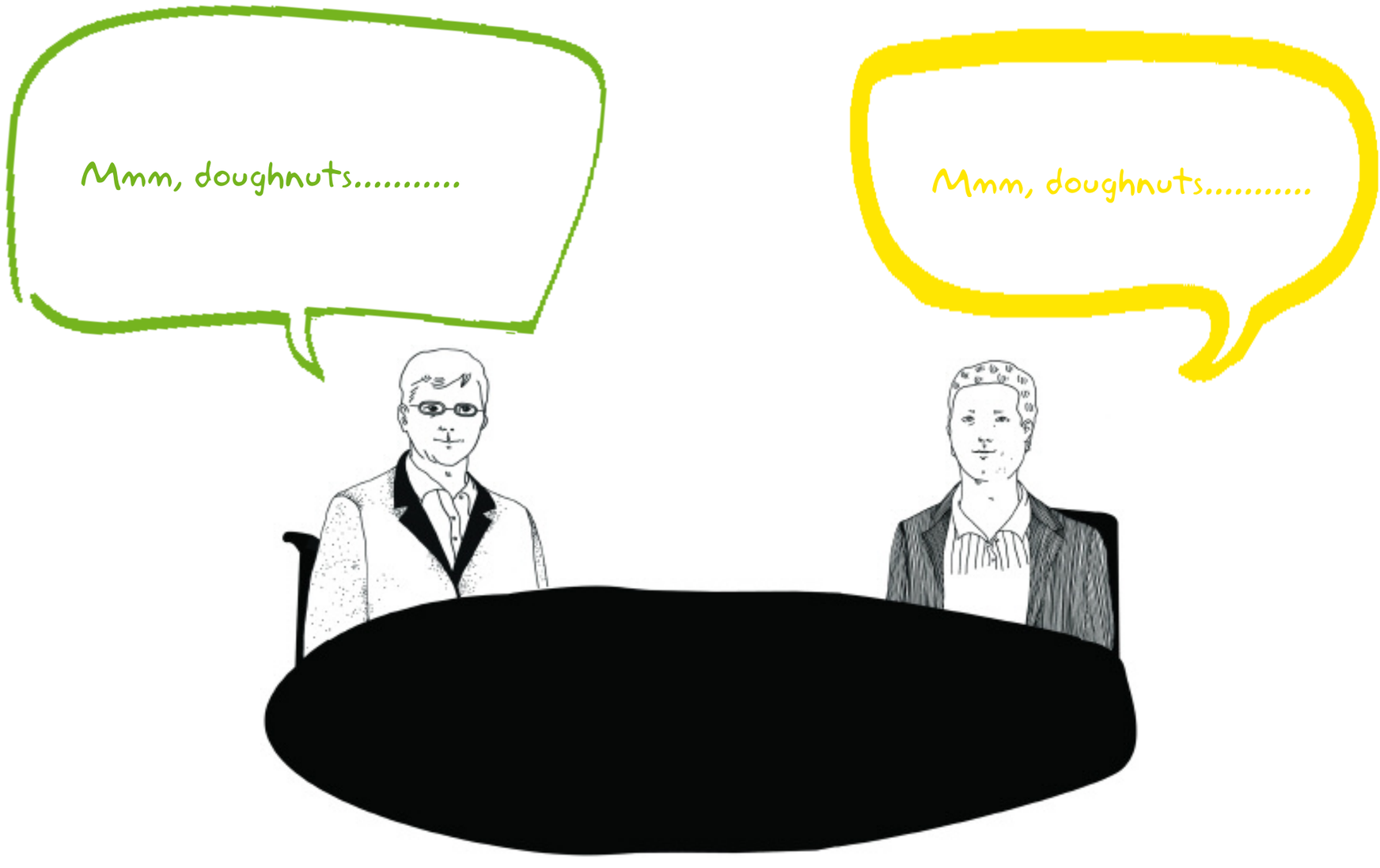
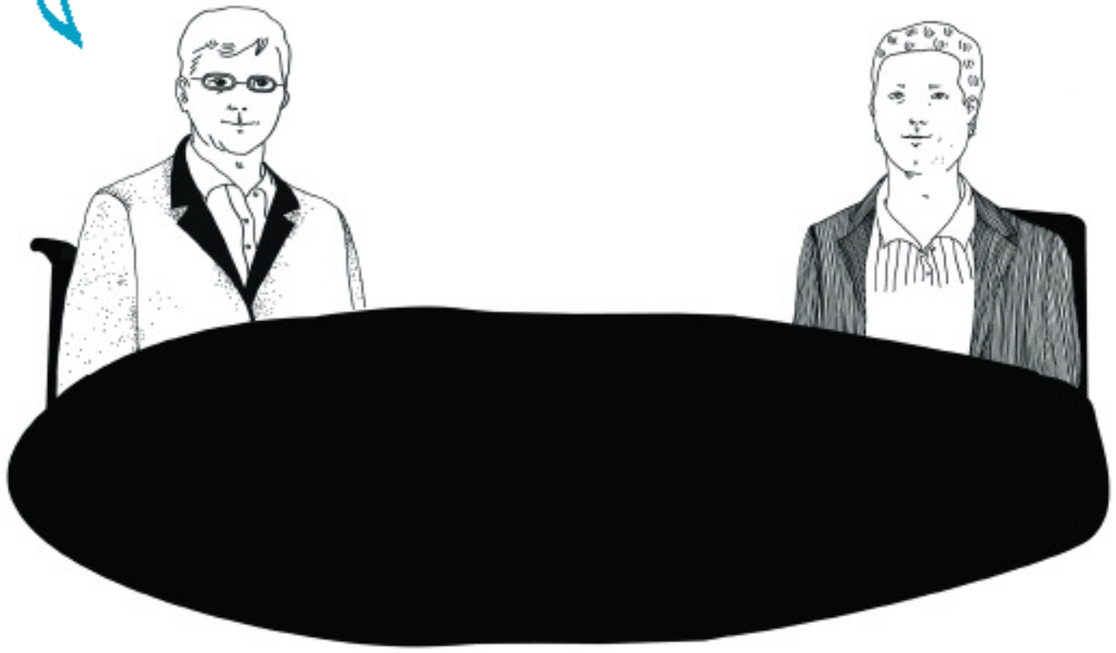
The nearly exact conversation that led to Niklas and Janus creating Skype.


Mmm, doughnuts.....
Mmm, doughnuts.....

What if people could transfer their words - like a phone without the phone.
And without the phonebill.

That would be a nice thing to do.

So we should do it.



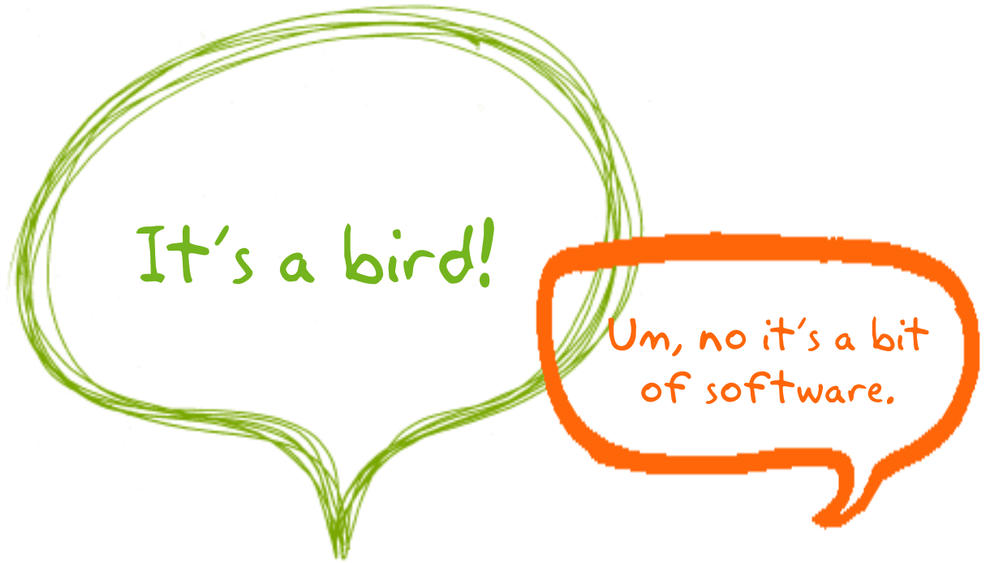
What is Skype?

Skype is a piece of software that allows people around the world to talk to each other for free.

Sure, we've heard this all before. As a company, we're all used to that notion. But then Mister Wu, Smith and Blanc aren't. They may know nothing about Skype. For all we know, they may think the name is some sort of sexually transmitted disease, pyramid scheme or a car made in deepest, darkest Bohemia.

So once again, Skype is for the people. Skype is everything that a teleco is not: generous, interested and proactive. We allow people to talk each other and the world for free.

That will always be news.



Our mission.

Give the whole world the ability to make beautiful, lovely, clear and free calls.

Share! that's why we exist.

Say hello to someone you don't know at least once a day (even if they're really miserable looking).

Find people who charge for basic things like talking and peeing, and give them a kick in the shins.

Make stuff simpler and easier, because there's enough useless buttons in the world already.

Words we like.
Free.
Share.
Whole world.
Calls.
Baboon.

Words we don't like.
Telephony.
Peer-to-peer.
VoIP.
Bill.
supercalifragalisticexpealadocious.

Who are our users?

There are millions of Skype users, and the numbers are growing exponentially.

To reach our potential we have to know our current users and seek out new ones. The applications for Skype are infinite. Take a moment to think about who else could use Skype.

If you have an idea, tell someone. Sharing ideas is what makes us unique.

I'm 16.
I spend a good
80% of my life
shooting holes
in my online
friends' heads.
I like Skype
because now I
can put a voice
to my kill.

I'm 38 and am what you'd call a heavy user. No fat jokes please. I run a medium-sized business. I've got all my staff on Skype and am converting my clients too. I like Skype because it saves me money. Saving money makes me happy.

I'm 73. I got the hang of email a few years back and now there is no stopping me. I like Skype because it lets me keep in touch with my daughter in Uganda. The hard part is converting my grandkids.

I'm 25 and love discovering new things before my friends do. I like Skype because they are like the underdog in a sea of big, stinky labradors.

I'm 42. I downloaded Skype a few months back because a friend abroad nagged me. I tried it once but I couldn't get the sound settings working. He reckons I need a pair of headphones. I haven't quite got Skype yet.

Skype is downloaded 298 times per minute.

(That's 156,428,415 a year* in case you're wondering.)

Yeah, nice isn't it?

It's like you're in the next room.

*Correct at time of print but bound to be laughably inaccurate by now.

Our tone of voice.

The Skype tone of voice is unique. As a company built around our users, the Skype voice is always plain-speaking and human.

Our products are always explained in the simplest terms. If your mum couldn't understand what is being written, then it's not the Skype voice.

Humour is an important part of the Skype voice. We don't tell one liners, but employ a gentle wit to engage our users.

For instance "You could think of us as that overly generous Aunt who always insists you have a third helping. We prefer to think of ourselves as a big group hug, even a present. Yes that's it, we're a present but without the ribbon."

Our logo.

Our logo is our most valuable asset. We must treat it nicely. Never abuse our logo, it doesn't have arms so it can't fight back.

There are two logo variations that cover all possible applications. One is a simple version for printed material. The other is a more embellished version for online usage.

Printed material

Online material

Our colours.

SKYPE BLUE

You can only reproduce the Skype logo in this colour.

Pantone Process Cyan C
CMYK 100/0/0/0
RGB 0/175/240
HEX 00AFF0

SKYPE GREEN

Pantone 376 C
CMYK 55/5/100/0
RGB 135/200/10
HEX 87C80A

SKYPE PURPLE

Pantone 254 C
CMYK 55/100/5/0
RGB 140/40/140
HEX 8C288C

SKYPE ORANGE

Pantone 151 C
CMYK 0/60/100/0
RGB 255/115/0
HEX FF7300

SKYPE YELLOW

Pantone 116 C
CMYK 0/10/100/0
RGB 255/205/0
HEX FFCD00

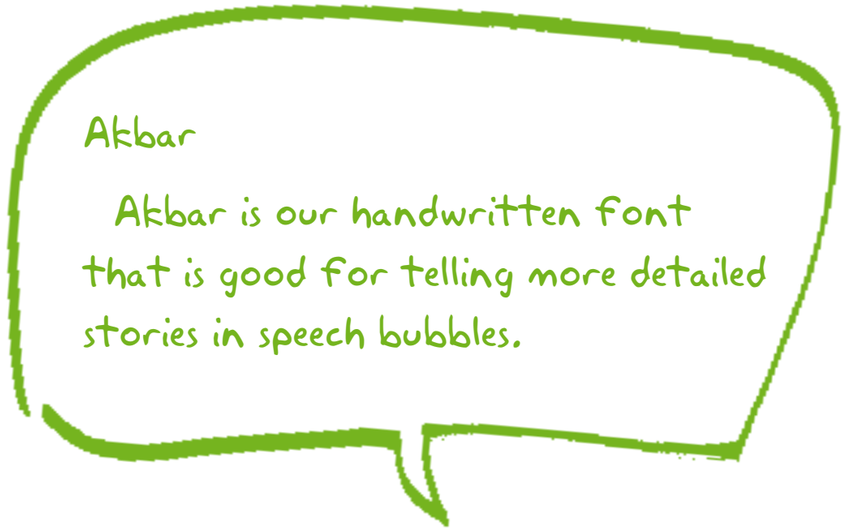
Our typefaces.

Chaletbook

The Chaletbook type family is our “corporate” font. Not that any of us wear suits too often. Chaletbook must be used outside of speech bubbles.

Chaletbook is a nice, simple font good for anything from headlines to text. If in doubt, use Chaletbook.

Chaletbook also comes in bold. It’s called Chaletbook Bold.



Logo dos and donts.

You wouldn't wear one blue sock and one orange sock. Take a moment to think about how you apply the Skype logo.

We're not a rules and regulations kind of company, nonetheless here are some examples of what we think is cool and what should be punishable by red-hot Skype poker to the buttocks.

Always leave the logo some space to breathe.
Use white or neutral backgrounds.

Don't sit the logo on yucky colours.

If it's unavoidable to sit the Skype logo on a colour (we prefer Skype blue) or photo, use the negative logo.

Do not reverse the logo from backgrounds that are too light or cluttered.

Our Strapline.

"The whole world can talk for free."

This is our strapline. To the uninitiated, it is a clear explanation of the Skype offering.

Wherever possible, the Skype logo should appear with the strapline.

The logo has been set in a number of different formats. Pick the one that best suits the usage.

skype™

The whole world
can talk for free.
Skype.com

The strapline is set in our house font - Chaletbook Bold. "Skype.com" is a 50% shade of Skype blue. Never recreate this line in another font.

The whole world
can talk for free.
Skype.com

The whole world can talk for free. Skype.com

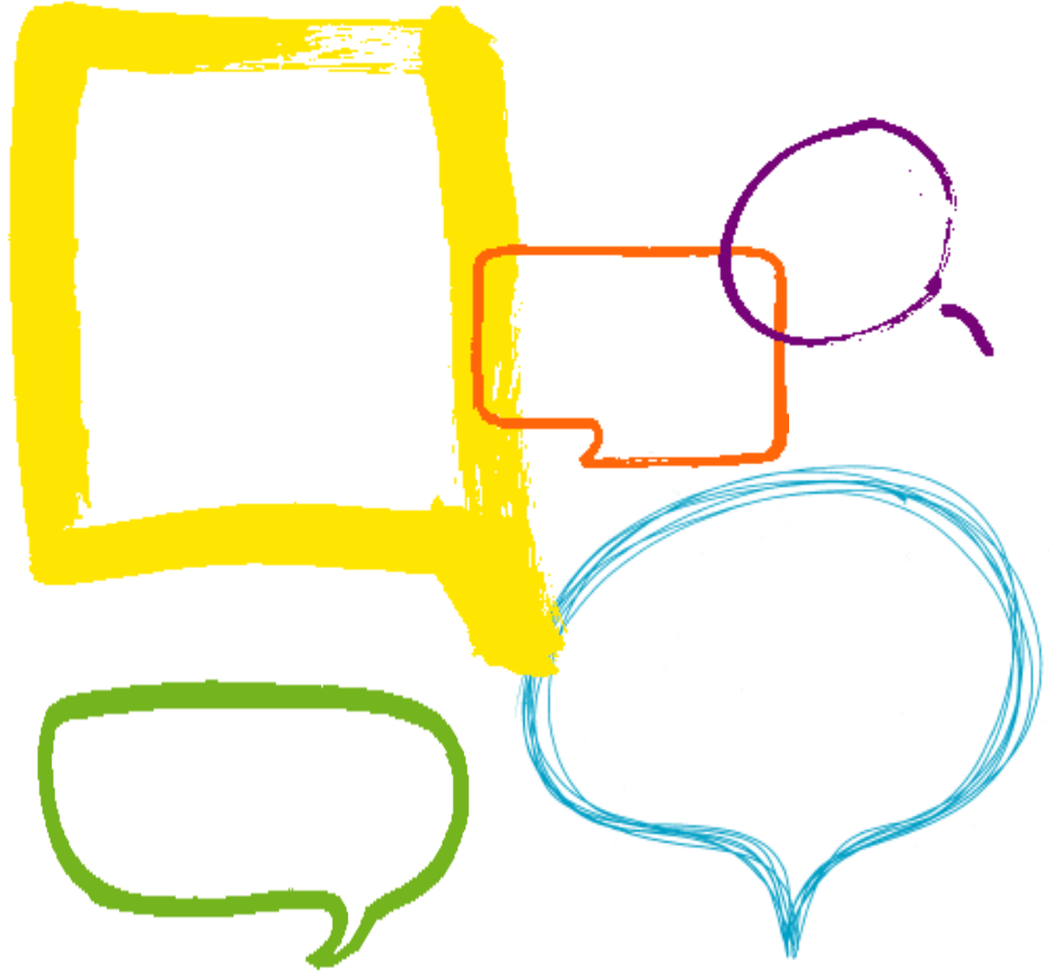
The whole world can talk for free. Skype.com

The whole world can talk for free. Skype.com

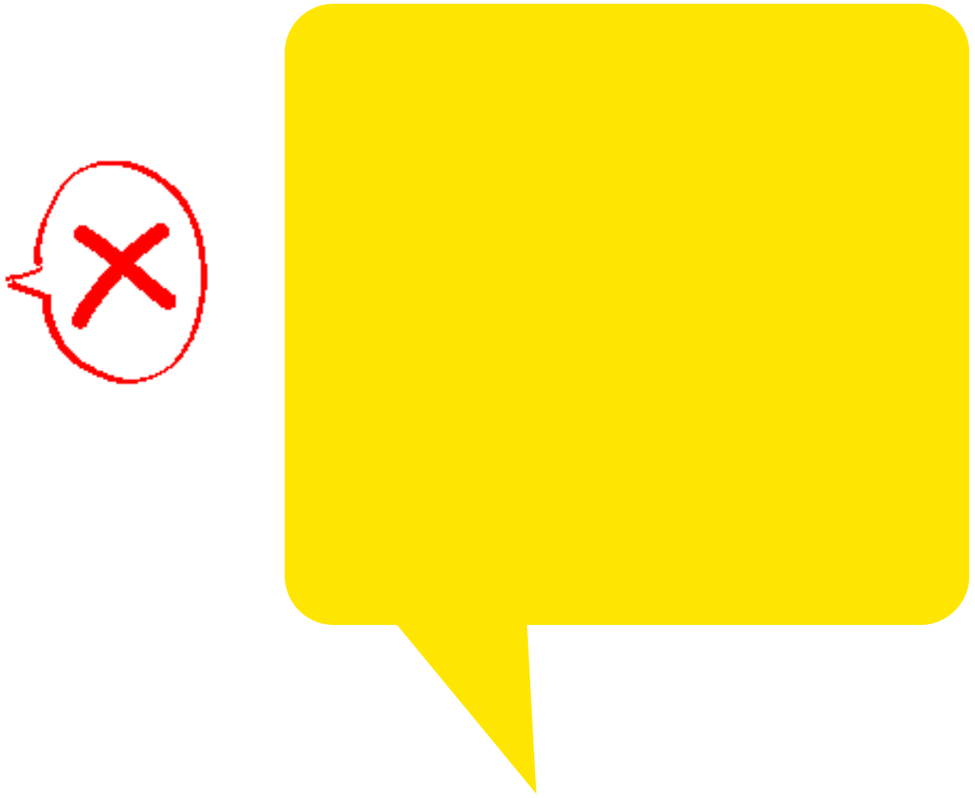
Our speech bubbles.

As a company that enables people to talk for free, the speech bubble is a potent and unique symbol to Skype. We will own the speech bubble.

Skype is a frenetic, energetic brand that is constantly moving. The speech bubbles must reflect this energy by always being handmade. Draw them, paint them, just don't computer generate them. Feel free to add to the ones we've supplied.



Computer generated speech bubbles look rigid and lifeless. Unlike Skype.



Speech bubbles like this are pretty but need to be in one of Skype's five colours.

Applying the speech bubbles to printed material.

On printed material, whenever there is a main message from Skype, it should appear in white type reversed out from a solid Skype Blue speech bubble.

The shape of the speech bubble is optional – use whatever shape that best serves the space you are trying to fill.

Secondary messages should appear in outline bubbles in one of the five Skype colours.

Secondary speech bubble text is always the same colour as the bubble.

Main Skype message always appears in solid blue speech bubble.

Applying the speech bubbles to online material.

For online material, the main Skype message should always appear in a solid blue bubble. Again the shape of the bubble is completely open.

Secondary messages, or the voices of our users always appear in outlined speech bubbles in one of the five Skype colours.

Giving our users a voice.

Skype is all about words and communication between people. Real people. Let's celebrate this.

Wherever possible, let's show the real stories of Skype. There are loads of good stories out there. Find them and re-tell them through the speech bubbles.

Let's provoke dialogue amongst the Skype community. Use our fans as evangelists and let them help spread the word.

This story came from the Skype forum. Re-told on a piece of advertising with the Skype name attached, it is a fascinating insight into our community.

Using photography and illustration.

The speech bubble should be at the heart of all Skype communications, but there will be times when we need to introduce additional elements like photography and illustration.

The brief for any commissioned work should be in line with the way we apply speech bubbles. We should look for energetic, fresh, fun styles, rather than tight, contrived and overly formal styles.

Skype uses images that are warm and quirky.

Full bleed images, should complement the speech bubbles.

Yikes! Speech bubbles are for words, not pictures.

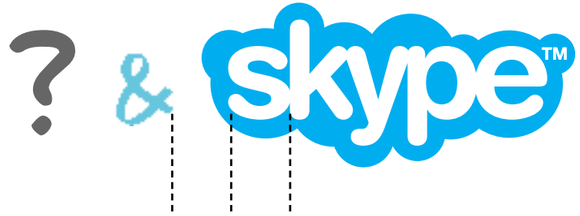
Partner Activities.

Our partners help bring our message to a wider audience. We love working with other exciting companies, because we get to do even cooler stuff.

It's important that co-branded work bring a clear offering to our customers. It's not about who gets their logo biggest but rather communicating that the partnership is happy and fruitful.

Partnering logos with the ampersand.

The hand-drawn ampersand is the device that brings our logo together with our partners. It creates a relationship which is strong, yet relaxed and fluid.



Always allow the width of the Skype "s" between the ampersand and the Skype logo.

Applying partnered logos.

The Skype logo should always be positioned to the bottom right of the page in all instances.

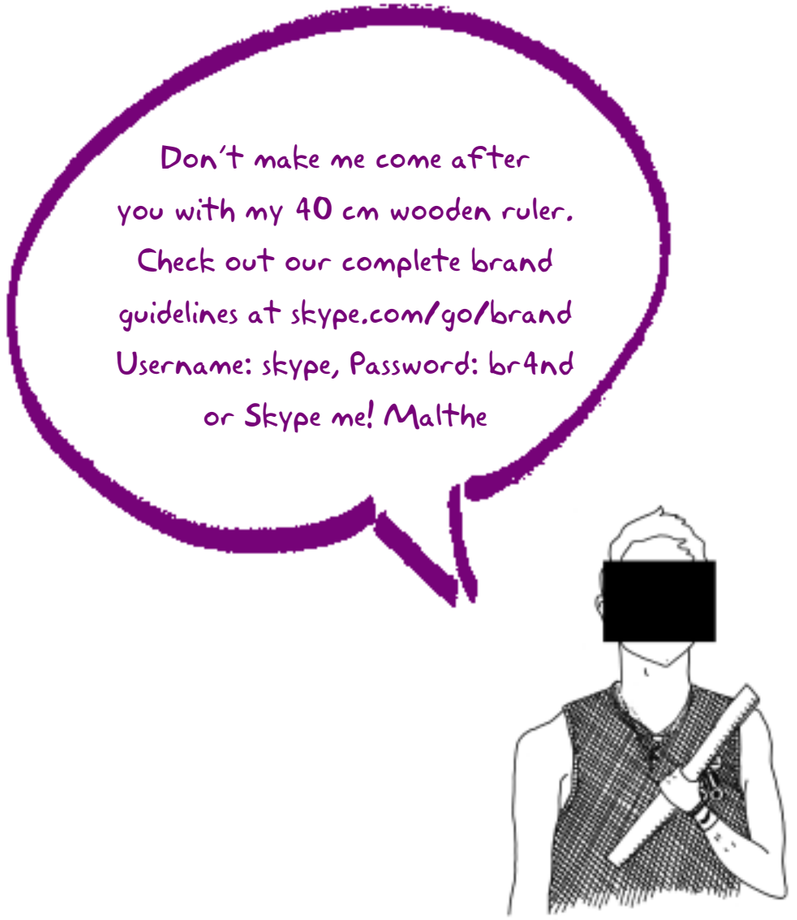
When applying partnered logos in online situations, the Skype logo can appear without the strapline.

On stand-alone printed material the Skype logo should always appear with the strapline in place.

the end bit.

Skype is a rapidly expanding brand. Each day brings new challenges and opportunities.

We must apply a consistency to our many and varied communications now. By following these basic rules we present a unified voice to our users.



Malthe Sigurdsson - Skype Creative Director (identity obscured for his own protection).

This book has been printed on paper manufactured using 100% chlorine-free woodpulp, from sustainable, managed plantation forests. This paper has been awarded the Nordic Swan environmental product label.