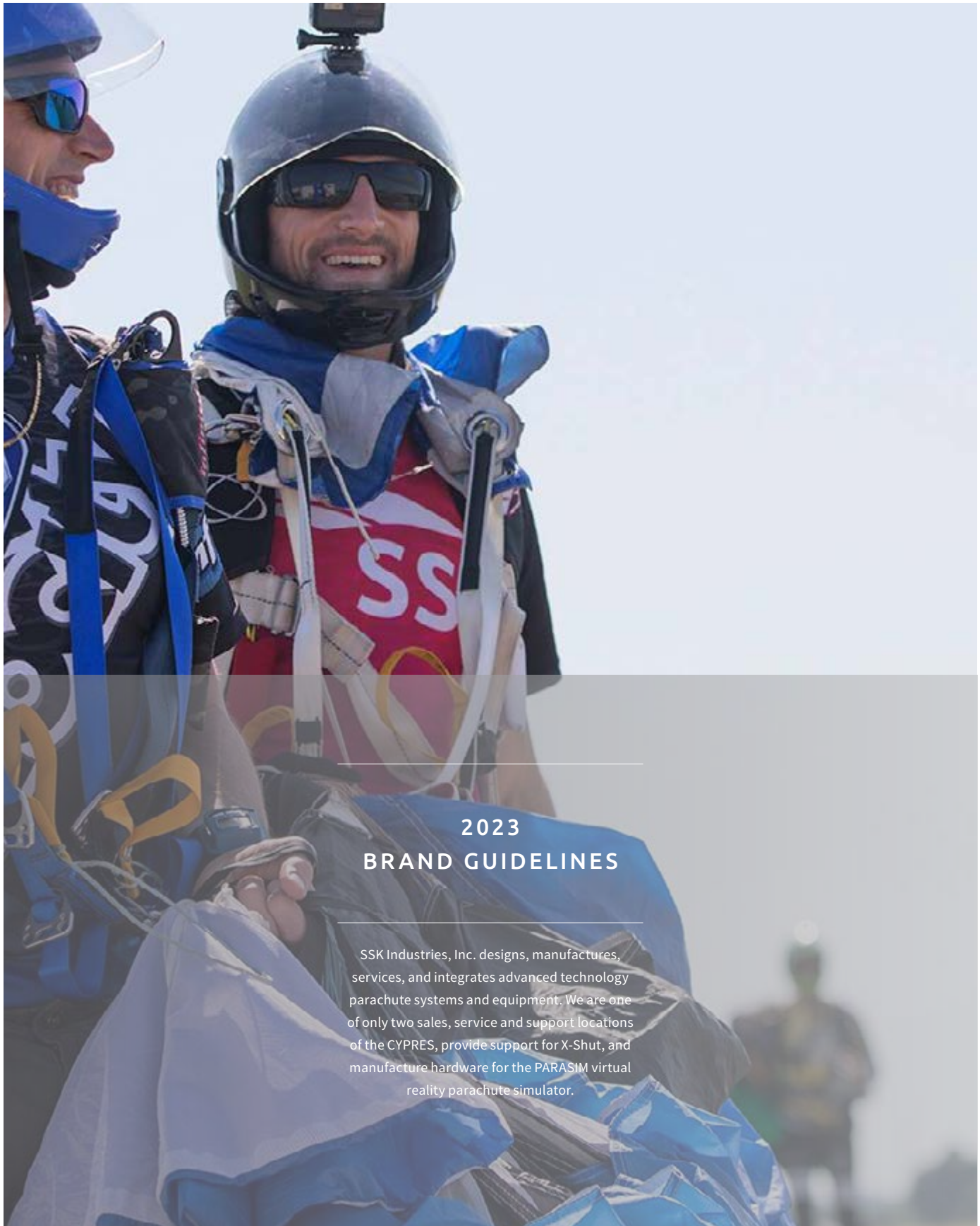




SSK Industries, Inc.



2023 BRAND GUIDELINES

SSK Industries, Inc. designs, manufactures, services, and integrates advanced technology parachute systems and equipment. We are one of only two sales, service and support locations of the CYPRES, provide support for X-Shut, and manufacture hardware for the PARASIM virtual reality parachute simulator.

From Grassroots Effort to Global Enterprise

Contents



FOUNDER Cliff Schmucker

OUR STORY 4

LOGOS 6

LOGO SIZE & SPACING 10

PHOTOGRAPHY 11

COLORS 12

SSK & CYPRES 14

COLOR GRADIENTS 15

FONTS 16

DOWNLOAD LOGOS

QUESTIONS
info@SSKinc.com
1008 Monroe Rd.
Lebanon, OH 45036
513.934.3201

A photograph showing two skydivers inside the cargo bay of a plane. They are wearing blue jumpsuits, helmets, and goggles. One skydiver is in the foreground, looking towards the other who is further back, possibly checking equipment. The interior of the plane is metallic with a grid of beams. The floor is covered with an orange mat. The lighting is bright, suggesting daylight.

The **SSK** Story

Since our founding, we have been passionate about making positive change within the skydiving industry and to furthering the progress of parachuting. Now, nearly 40 years later, we are a global leader in the design, manufacture, service, and integration of advanced technology in parachuting systems and equipment.

2013 demo jump with Adam & Cliff

Committed to advancing the sport

From a little shack at the DZ to a multi-building servicing and manufacturing facility of our own, SSK has been in the business of changing the game for 30 years.



In 1983, friends Steve Stewart, Cliff Schmucker, and Jerry Kautz combined their love of skydiving, spirit of entrepreneurship, and engineering expertise, and formed SSK Industries, Inc. Together, they refined Steve's piggy-back container system, a 1-pin rig, the Sweethog, and it revolutionized the sport. They began to produce, manufacture, and innovate the Sweethog from a little shack at the team's home DZ, Skydive Cincinnati, and in 1987, SSK introduced the first major iteration of the Sweethog, the "Extra Narrow", designed for smaller-framed skydivers. The Sweethog XN not only represented the first rig of its kind with this design modification, but it also set the standard for rig manufacturers all over the world.

In 1991, Airtec, began to produce the CYPRES AAD in Germany, and in 1993 SSK became the US Service Center. Together, Cliff and Helmut were trailblazing contemporaries whose shared commitment to safety enhancements, efficiency, and innovation in skydiving technology made the collaboration a no-brainer.

Today, SSK Industries, Inc. designs, manufactures, services, and integrates advanced technology parachute systems and equipment for sport and military uses. We are one of only two worldwide sales, service and support locations of the CYPRES, with in-house sewing and manufacturing for CYPRES pockets, L&B mounts, and PARASIM hardware and more. We provide sales and support for X-Shut and L&B Tactical Altimeters.

The **SSK** Logo

*The SSK Logo includes the SSK acronym and wing icon with the *trademark symbol.*



2-COLOR
For light and dark backgrounds that do not clash with SSK red



1-COLOR
For dark backgrounds that clash with SSK brand colors

**In some instances, where the trademark symbol is too small to be legible, it may be removed, i.e. embroidery, transfer stickers.*

FULL COLOR WITH TAGLINE

For light and dark backgrounds that do not clash with SSK brand colors



variations

Use your best judgment when choosing the proper color variation for your background. Avoid clashing with brand colors when placing the logo over photos or non-brand colors.

DO NOT change the colors of the SSK logo for any reason.

tagline

The tagline, 'Technology for Skydivers' can be included in most applications, but is not always necessary or preferred. **DO NOT** change the placement or size for any reason. When using the 1-color or 2-color variation, the tagline will always be in white.

centering

When center aligning the logo, you will have to optically align on the SSK acronym using your best judgment to balance the wing icon on the left with the weight of the acronym on the right. The tagline is optically aligned and can be used for reference.

The **SSK** Logotype

The SSK Logotype includes the SSK acronym, full company name, and wing icon with the trademark symbol.



FULL COLOR

For light and dark backgrounds that do not clash with SSK brand colors



2-COLOR

For light and dark backgrounds that do not clash with SSK cardinal red



1-COLOR

For dark backgrounds that clash with SSK brand colors

Horizontal Variations

The horizontal variation of the SSK logo is used in some applications with height limitations.




**i.e. sleeves on apparel, email signature*

Logo Size & Spacing

*All variations of the SSK logo should have an area of space on all sides equal to the height of the SSK acronym free from other logos and *text.*

This is a minimum area of space and should be expanded whenever possible.



 MINIMUM SIZE – FAVICON
The SSK logo should never be less than 16px in width.

DO NOT place logos or text near the SSK mark to imply sponsorship or partnership without explicit permission.

**an exception can be made for specific taglines and labels related to SSK's departments or collaborations.*

SSK Athlete Photos

Our roster of Sponsored Athletes provide us with photos from their events and jumps to use in our brand messaging, and it is important to credit the photographers when using their work, as well as shoutout our athletes featured in these shots.

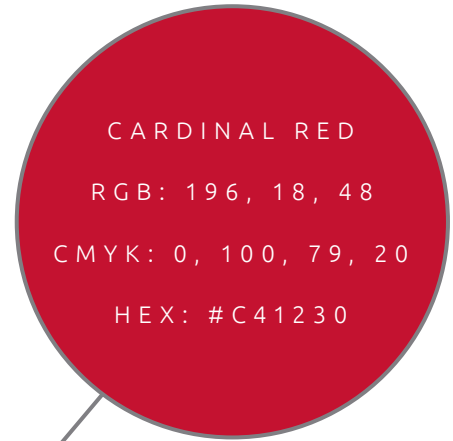
When choosing photos for SSK messaging, it is critical to choose images free of competing brands that uphold standards of skydive safety and professionalism.



drop shadow

Drop shadows are not always necessary, but sometimes help our brand stand out when placed over photography.

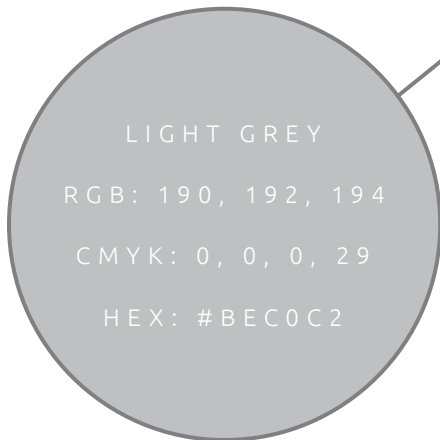
SSK Brand Colors



TM

SSK

Technology for Skydivers





The SSK cardinal red helps our brand stand out on the blue skies cherished by our industry.



CARDINAL RED
PMS 186 C
RGB: 196, 18, 48
CMYK: 0, 100, 79, 20
Hex: #C41230

The warm greys resemble the sleek, advanced technologies we are known for across the world.



LIGHT GREY
RGB: 190, 192, 194
CMYK: 0, 0, 0, 29
Hex: #BEC0C2



DARK GREY
RGB: 128, 127, 131
CMYK: 0, 2, 0, 60
Hex: #807F83



A tertiary color to the SSK brand, this cerulean blue represents a clear sky, and is complimentary to our SSK cardinal red.

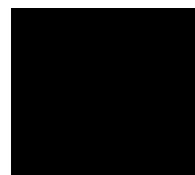


CERULEAN BLUE
RGB: 18, 153, 205
CMYK: 77, 25, 5, 0
Hex: #1299CD

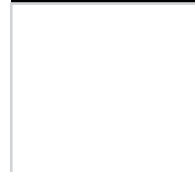
A navy blue that compliments our main brand palette and can be used for backgrounds.



NAVY BLUE
RGB: 9, 35, 58
CMYK: 100, 85, 55, 50
Hex: #09233a



RICH BLACK
RGB: 0, 0, 0
CMYK: 60, 40, 40, 100
Hex: #000000



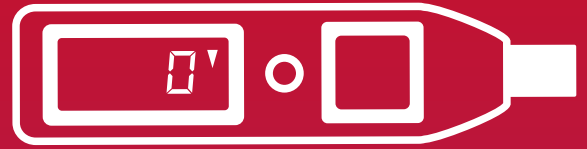
WHITE
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Hex: #FFFFFF

SSK & CYPRES

We are proud of our history and partnership with Airtec and our continued commitment to advancing the sport of skydiving. Because of our close partnership, the notorious CYPRES purple has become a secondary color used throughout some of our branding. The gradient created by blending our brand colors together is dynamic, recognizable, and stands out on the blue skies.



CYPRES PURPLE
PMS 2613 C
RGB: 102, 45, 145
CMYK: 75, 100, 0, 0
Hex: #662D91



dual logo

This variation of the logo includes the logotype for CYPRES and can be used in some joint partnership applications, including, but not limited to, co-sponsored events and collaborative merchandise.

SSK Color Gradients

The light and dark grey blend into a sleek, technology focused flash of silver.



The combination of the SSK cardinal red, CYPRES purple, and cerulean blue, in this order, come together into a playful, colorful, sky-like hue. These gradients can be used with transparency properties to overlay photos.



The **SSK** Font Family

The Ubuntu font family has a great variety of variation and maintains legibility at any scale we need. Character size is proportional to the scale of the design, and logotypes and taglines should not be typed out, unless in body text, instead, use the appropriate, outlined vectors provided.

SSK

Industries, Inc.

Technology for Skydivers

TECHNOLOGY FOR SKYDIVERS

Sales & Servicing

Body Text

Photo Credits

Ubuntu Bold

Ubuntu Light

Ubuntu Bold Italic

UBUNTU BOLD

Ubuntu Medium

Ubuntu Regular

Ubuntu Light Italic