Built into the skyline.

A fourth-generation manufacturer and installer with three routes to market: Custom, Large Volume and National. The brand speaks with the calm confidence of proof — never hype.

WINDOWS AT ROCKEFELLER CENTER
15,000

YEARS IN BUSINESS
105

GENERATION, PRIVATELY HELD
4th

DIVISIONS — CUSTOM, LARGE VOLUME, NATIONAL
3

02 · LOGO

The wordmark, and the Pane.

SKYLINE WINDOWS

Primary — Midnight Sky on white

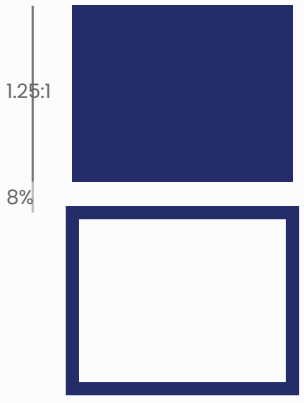
SKYLINE WINDOWS, set in the primary typeface at Medium.

SKYLINE WINDOWS

Reversed — white on Midnight Sky

The Pane

The Pane is the only mark besides the wordmark. Upper sash 1.25:1, 8% gap. One mark per surface: never place it near the wordmark, which already contains it.



RETIRED

Do not use in new work.

URBAN BRONZE

Pantone 464 — Removed 2026. Do not use in new work; replace with Slate or Glass.

CIRCULAR EMBLEM

Logo — Retired 2026. The Pane takes its place. Do not use.

03 · COLOUR

Six core values, weighted.

The percentages are the intended distribution across a surface. White carries the page; Midnight Sky carries the brand.

Midnight Sky

Pantone 2757 · 25% of a surface

#252C6A

`var(--midnight)`

Slate

Cool Gray 9 · 8% of a surface

#75787B

`var(--slate)`

Granite

Cool Gray 4

#BBBCBC

`var(--granite)`

Rules and borders only. Never type — 1.9:1 on white.

Limestone

Warm off-white · 12% of a surface

#FCFCFC

`var(--limestone)`

Glass

Digital tint · 10% of a surface

#DFE5F2

`var(--glass)`

White

— · 45% of a surface

#FFFFFF

`var(--white)`

Supporting values

MIDNIGHT DEEP

#1D2358 — Footer floor, pressed states.

MIDNIGHT LIFT

#333B7E — Hover, hairlines on dark.

INK

#1C1E2B — Headline ink where navy would shout.

BODY

#4A4D5E — Body copy. 8.3:1 on white.

SLATE, TEXT

#64676A — Eyebrows and captions. See the note below.

GLASS DEEP

#C9CEE8 — Type on Midnight. 8.2:1.

> **WHY SLATE HAS TWO VALUES**
>
> Cool Gray 9 at text weight is 4.33:1 on Limestone — below the WCAG AA this guide requires. Type uses the darker Slate; the Pantone value is retained for rules and borders.

04 · TYPOGRAPHY

Brandon Text, and Poppins on the web.

Hierarchy is Swiss by default — flush left, ranged on the grid, one axis of alignment. Centring and serif italics are deliberate, earned breaks.

DISPLAY · 72PX · 700

Built into the skyline

One per page. The h1.

HEADLINE · 44PX · 600

Built into the skyline

Section heads.

SUBHEAD · 28PX · 500

Built into the skyline

Card titles, ledes.

BODY · 20PX · 400

Built into the skyline

Running copy.

EYEBROW · 13PX · 500

BUILT INTO THE SKYLINE

Letterspaced caps, captions.

Weights

700

Bold — headlines

600

Semibold — the h1 and section heads

500

Medium — subheads, wordmark, buttons

400

Regular — body

300

Light — captions and ledes

Cormorant Garamond

An earned break, never a default.

Italic 400–500 only. Never UI, never data. Times New Roman is acceptable in print.

Spacing

Every gap on a Skyline surface is one of these five.

VAR(--S1)

8px

VAR(--S2)

16px

VAR(--S3)

32px

VAR(--S4)

 64px

VAR(--S5)

 128px

05 · GRAPHIC ELEMENTS

The Mullion Grid.

Pane	Lit in Glass	Pane	Pane

One or two panes lit, never more.

THE MULLION GRID

Panes divided by thin lines. Light one or two panes in Glass, never more.

PHOTOGRAPHY

Real jobs, real crews, daylight through glass. No stock handshakes.

DIVIDERS & TEXTURE

The pane anchors section breaks; hairline rules structure dense pages.

CORNERS

Square, always. The brand never rounds a window.

06 · DIGITAL

Seven standards, one job: move a qualified buyer forward in 30 seconds.

01 · MESSAGE BEFORE LAYOUT

The fold answers who it is for, what changes, and the one action.

02 · ONE PRIMARY CTA

Exactly one filled button above the fold, repeated down the scroll.

03 · HIERARCHY OVER DECORATION

Four type sizes and an eyebrow; spacing on 8 / 16 / 32 / 64.

04 · PROOF WHERE DOUBT OCCURS

Evidence sits beside the claim it supports, not in a block at the bottom.

05 · SPEED AND MOBILE

Phone view first. Core Web Vitals green, or it does not ship.

06 · NAVIGATION FOR BUYERS

Organised by problem, not org chart. Five to seven top-level items.

07 · ACCESSIBILITY AS QUALITY

WCAG AA contrast, keyboard navigation, real heading structure.

07 · APPLICATIONS

Skyline Windows · Est. 1921 · New York

HEADQUARTERS

220 East 138th Street, Bronx, NY 10451

TELEPHONE

212-491-3000

EDITION

Brand Guidelines · 2026 Edition