UK SKECHERS BRAND GUIDELINES

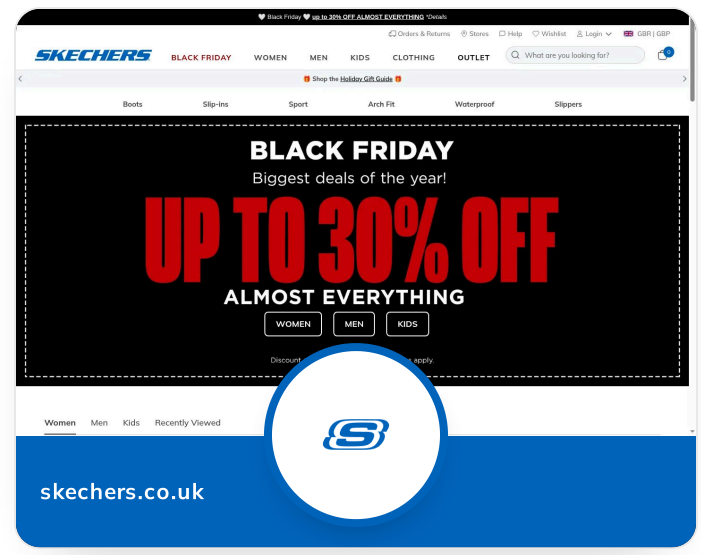
Unofficial · read from skechers.co.uk

SKECHERS UK

Shop Skechers for comfortable shoes, trainers, and clothing for men, women, and kids. Discover new arrivals designed for all-day comfort and style.

What are UK Skechers's brand colors and fonts?

UK Skechers uses Mulish for both headings and body text. Its main brand color is blue #0063BA (RGB 0, 99, 186), alongside dark gray #434343, white #FFFFFF and burgundy #700E11. Read from skechers.co.uk on 26 November 2026.



VISUAL IDENTITY

Brand	UK Skechers
Website	skechers.co.uk ↗
On Gravity	UK Skechers's Gravity profile →
Main color	Blue #0063BA
Palette	9 colors
Headings	Mulish
Body text	Mulish
Logo	SVG · PNG · JPG
Favicon	PNG
Mode	Light
Read on	26 November 2026
Status	Unofficial

UK Skechers Logo: Transparent PNG and SVG Download

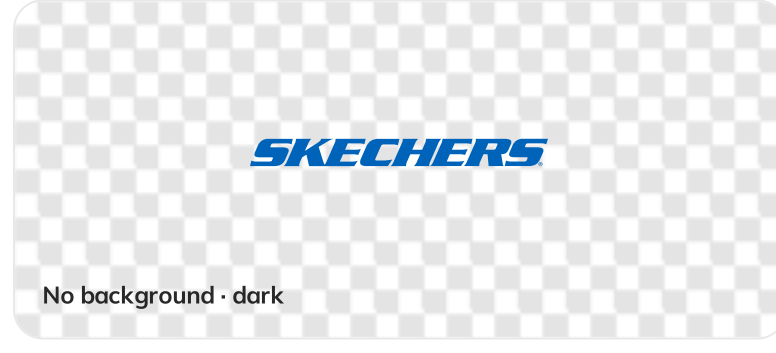
The UK Skechers logo read from skechers.co.uk is available here as SVG, transparent PNG and JPG. It is displayed at 260 × 25 px in the site's header, about 10.4 times wider than it is tall. The site's favicon is provided as PNG.



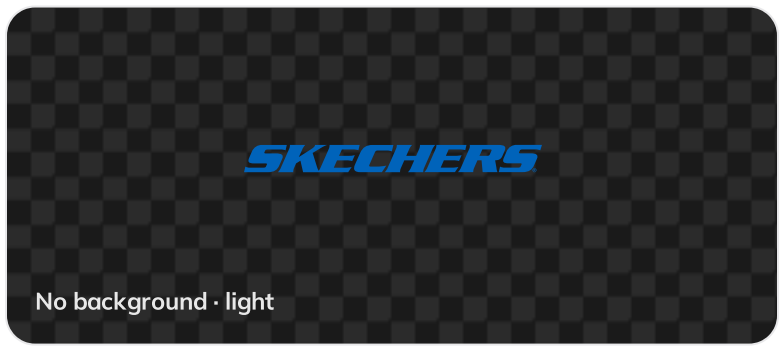
On white



On black



No background · dark



No background · light



Icon

"Copy" puts the logo on your clipboard: paste it into Figma (Ctrl or Cmd + V) to get an editable vector. The checkered tiles show the logo with no background. PNG files have a transparent background and measure 2000 × 200 px. The UK Skechers name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by UK Skechers.

UK Skechers Brand Colors: Palette and HEX Codes

UK Skechers's main brand color is blue **#0063BA** (RGB 0, 99, 186), declared as a brand color in the site's code. The homepage also uses dark gray **#434343**, white **#FFFFFF** and burgundy **#700E11**.

HEX	Color	RGB	HSL	CMYK	Observed use
#0063BA	Blue Brand	0, 99, 186	208°, 100%, 36%	100, 47, 0, 27	Declared as --primary, logo, fill
#434343	Dark gray Ink	67, 67, 67	0°, 0%, 26%	0, 0, 0, 74	Background, border, button, icon
#FFFFFF	White Background	255, 255, 255	0°, 0%, 100%	0, 0, 0, 0	Background, border, button, icon
#700E11	Burgundy Surface	112, 14, 17	358°, 78%, 25%	0, 87, 85, 56	Background, fill
#777676	Gray	119, 118, 118	0°, 0%, 46%	0, 1, 1, 53	Icon, link, fill, text
#000000	Black	0, 0, 0	0°, 0%, 0%	0, 0, 0, 100	Icon, fill, text
#D31717	Red	211, 23, 23	0°, 80%, 46%	0, 89, 89, 17	Text
#DEDEDE	Light gray	222, 222, 222	0°, 0%, 87%	0, 0, 0, 13	Border
#1973C1	Blue	25, 115, 193	208°, 77%, 43%	87, 40, 0, 24	Link, text

CMYK values are computed from the screen values and are indicative. Click a color to copy its code.

UK Skechers Fonts

On its homepage, UK Skechers sets both its headings and its body text in Mulish. They are served by Google Fonts.

Aa

Mulish

Used for: headings, subheadings, body text, buttons, menu

Bold 700

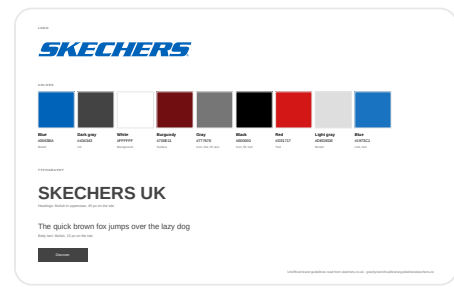
Free, open-source typeface available on Google Fonts. See Mulish on Google Fonts ↗

Export the UK Skechers Brand Kit

UK Skechers's colors and fonts read from skechers.co.uk are ready to copy as CSS variables, as design tokens in JSON and as a Tailwind configuration.

Figma

Copy the brand board, then paste it into Figma (Ctrl or Cmd + V). If pasting does nothing, drag the SVG board into your Figma file.



Files

To create Figma variables, open the Variables view, create a collection and drag the variables file into it (Professional plan and above). The tokens file can be imported into Figma with the Tokens Studio for Figma ↗.

CSS variables

```
:root {
  --color-brand: #0063BA;       /* blue */
  --color-ink: #434343;         /* dark gray */
  --color-background: #FFFFFF;  /* white */
  --color-surface: #700E11;     /* burgundy */
  --color-gray: #777676;        /* gray */
  --color-black: #000000;       /* black */
  --color-red: #D31717;         /* red */
  --color-light-gray: #DEDEDE;  /* light gray */
  --color-blue: #1973C1;        /* blue */
  --font-heading: Mulish, Arial, sans-serif;
  --font-body: Mulish, Mulish-Fallback-Arial, Mulish-
Fallback-Helvetica, Mulish-Fallback-Roboto, sans-serif;
```

Design tokens (JSON)

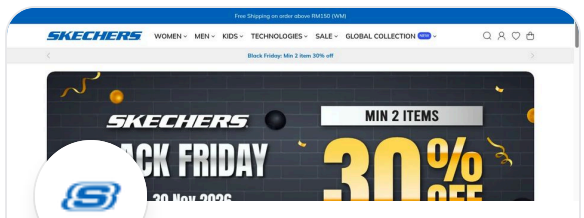
```
{
  "color": {
    "brand": {
      "$value": "#0063BA",
      "$type": "color"
    },
    "ink": {
      "$value": "#434343",
      "$type": "color"
    },
    "background": {
      "$value": "#FFFFFF",
      "$type": "color"
```

Tailwind CSS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        skechersco: {
          brand: '#0063BA',
          ink: '#434343',
          background: '#FFFFFF',
          surface: '#700E11',
          gray: '#777676',
          black: '#000000',
          red: '#D31717',
```

UK Skechers Competitors and Similar Brands

The brands closest to UK Skechers are Skechers Malaysia, Skechers and skechers-twn.com, according to Gravity's similarity score.



Skechers Malaysia

Fashion & apparel

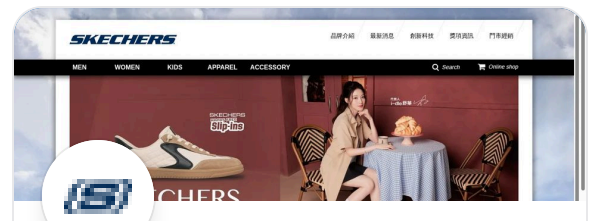
185.9k visits / month · similarity 87



Skechers

Activewear

209.7k visits / month · similarity 87



skechers-twn.com

Fashion & apparel

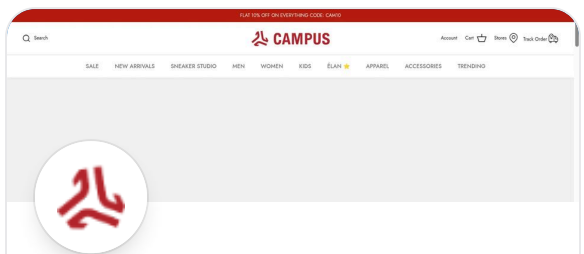
174.4k visits / month · similarity 78



skecherskorea.co.kr

Fashion & apparel

654.7k visits / month · similarity 78



Campus Shoes

Shoes · IN

2.7M visits / month · similarity 78



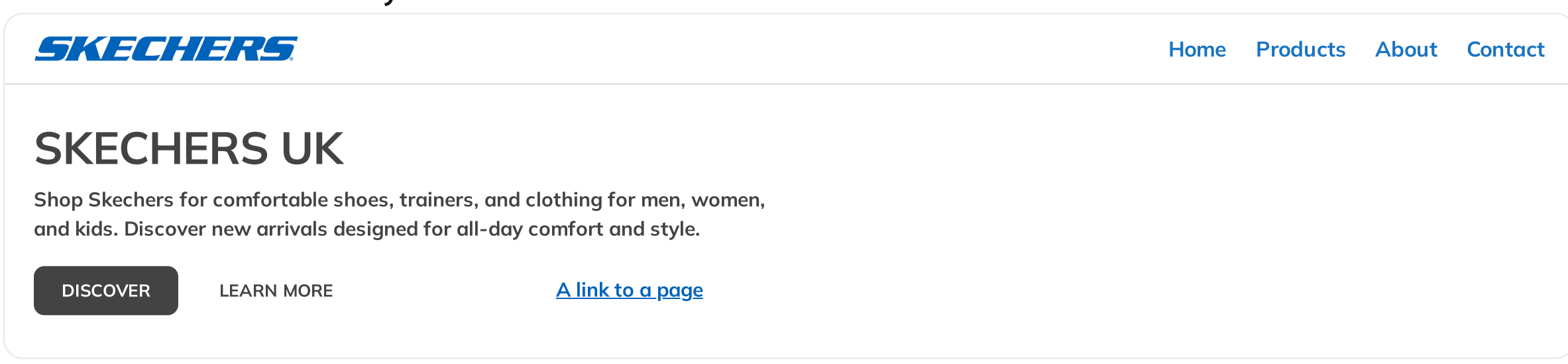
famousfootwear.com

Fashion & apparel

8.5M visits / month · similarity 78

Similarity is precomputed by Gravity from catalogues, prices, estimated traffic, markets and site types on 30 October 2026; visits are estimated.

UK Skechers's Visual Identity in Use



ROLE	FONT	WEIGHT	SIZE	COLOR	DETAILS
Headings	Mulish	Black 900	45 px	#434343	uppercase · letter-spacing 1px · line-height 47.25px
Subheadings	Mulish	Regular 400	15 px	#434343	
Body text	Mulish	Medium 500	15 px	#434343	line-height 20px
Buttons	Mulish	Bold 700	16 px	#ffffff	uppercase · line-height 20px
Menu	Mulish	Regular 400	16 px	#1973c1	line-height 24px
Button 1	background #434343		text #ffffff		radius 8px · border #434343
Button 2	background transparent		text #434343		radius 0px
Button 3	background transparent		text #ffffff		radius 8px · border #ffffff

UK Skechers Brand Guidelines FAQ

What are UK Skechers's brand colors and fonts?

UK Skechers uses Mulish for both headings and body text. Its main brand color is blue #0063BA (RGB 0, 99, 186), alongside dark gray #434343, white #FFFFFF and burgundy #700E11. Read from skechers.co.uk on 26 November 2026.

What does the UK Skechers logo look like?

The UK Skechers logo read from skechers.co.uk is available here as SVG, transparent PNG and JPG. It is displayed at 260 × 25 px in the site's header, about 10.4 times wider than it is tall. The site's favicon is provided as PNG.

How do I download the UK Skechers logo?

The UK Skechers logo can be downloaded on this page as SVG, transparent PNG and JPG. The “Download all” button bundles every file into one.

Can I use the UK Skechers logo?

The UK Skechers name and logo are trademarks of their owner, and Gravity does not grant any right to use them. Using them to refer to the brand is usually tolerated, but check UK Skechers's own brand guidelines

or ask the company before any commercial use.

What are UK Skechers's brand colors?

UK Skechers's main brand color is blue #0063BA (RGB 0, 99, 186), declared as a brand color in the site's code. The homepage also uses dark gray #434343, white #FFFFFF and burgundy #700E11.

What is UK Skechers's main color HEX code?

UK Skechers's main brand color is blue #0063BA: RGB 0, 99, 186, HSL 208°, 100%, 36%, CMYK 100, 47, 0, 27 (approximate).

What font does UK Skechers use?

On its homepage, UK Skechers sets both its headings and its body text in Mulish. They are served by Google Fonts.

Is UK Skechers's font free to use?

Mulish is a free, open-source typeface available on Google Fonts.

Who are UK Skechers's competitors?

The brands closest to UK Skechers are Skechers Malaysia, Skechers and skechers-twn.com, according to Gravity's similarity score.

How do I use UK Skechers's colors in Figma or in code?

In Figma, copy the brand board from this page and paste it, or import the variables file. In code, copy the CSS variables, the Tailwind configuration or the design tokens in JSON from the Export section.

Where do these brand guidelines come from?

They were read automatically by Gravity from the skechers.co.uk homepage on 26 November 2026: the colors, fonts and logo are those the site displays. They are not official and may differ from UK Skechers's internal brand book.

Who are the UK Skechers brand guidelines for?

This page brings together UK Skechers's visual identity as it appears on its website: color codes, fonts, ready-to-download logos and files for Figma or code. It is useful for anyone who needs to talk about the brand, work with it or draw inspiration from it.

The UK Skechers team: share a single link with partners, agencies, retailers and journalists so they find the right logo, colors and fonts right away, without email back-and-forth or outdated files. Claim this brand. Why claim it: the brand corrects its own logo, colors and information; its partners, search engines and AI assistants then find the right assets, which helps its visibility in search; it can respond to the data published on its Gravity page; and it can receive its Gravity badge, to display on its website or announce on LinkedIn.

Designers: get the exact HEX, RGB and CMYK codes, the fonts and the logo as SVG or transparent PNG, and bring the palette into Figma in a few clicks.

Developers: copy the CSS variables, the Tailwind configuration or the JSON design tokens to build for UK Skechers without guesswork.

Agencies and freelancers: prepare a proposal, a campaign or a pitch for UK Skechers that respects its identity from the very first mockup.

Marketing and partnership teams: create co-branded visuals, ads or event materials that match the brand's look.

Journalists, bloggers and content creators: illustrate an article or a video about UK Skechers with the logo and colors used on its website.

Retailers and marketplaces: present UK Skechers's products in a store or a catalog with the right brand elements.

Students and branding enthusiasts: study how UK Skechers builds its visual identity and compare it with its competitors'.

Commercial use of the logo and brand assets requires UK Skechers's permission: see the notice at the bottom of this page.

UK Skechers (skechers.co.uk) presents itself as: “Shop Skechers for comfortable shoes, trainers, and clothing for men, women, and kids. Discover new arrivals designed for all-day comfort and style.” This page gathers its visual identity as it appears on the site: 9 colors with their codes, 1 font and their uses, and the logo ready to download.

Unofficial brand guidelines, read automatically from the skechers.co.uk homepage.

Brand guidelines read automatically from skechers.co.uk on 26 November 2026. Colors, logos and fonts are those of the site; roles (brand, secondary...) are estimated from the homepage.

Fonts belong to their foundries: this page does not offer them for download. Unofficial brand guidelines. The UK Skechers name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by UK Skechers.

About this brand reference

This page presents design elements — colors, typography, logo and related assets — identified automatically from UK Skechers's publicly accessible website, for identification and reference purposes only. Color values and font names are factual information. Logos, word marks, icons, images and other brand elements remain the exclusive property of their respective owners and are displayed here solely to identify and reference the brand.

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