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NEED TO KNOW

- Full color allows us to show our gradients within our logo
- Gradations create softening effect or blend of several colors
- 1color, single color is commonly black but it could be any color
- Vector formats include .ai, .eps and pdf which are ideal for printers
- Use PNG for collateral that will be printed, these are set to 300dpi
- Use PNG-Web versions for web use ONLY, these are set to 72dpi
- The symbol may not be separated from the logotype at anytime
- All treatments not listed in these guidelines must be approved by the marketing design specialist, digital marketing manager or the corporate communications & digital marketing director.

PREFERRED
- Primary
  - Dark
  - 1color
  - 1color Dark
  - Black (B&W only)
  - White (B&W only)

LIMITED SPACE
- Secondary Stacked
  - Dark
  - 1color
  - 1color Dark
  - Black (B&W only)
  - White (B&W only)
• **Primary** is the preferred logo unless space is limited

• **Primary** must be used in full color

• **Secondary Stacked** is only to be used when space is limited

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**PRIMARY (PREFERRED VERSION)**

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**SECONDARY STACKED**
• **Primary Dark** must be used for dark contrasting backgrounds when Full color is available.

• **Secondary Stacked Dark** must be used for dark contrasting backgrounds when full color is available.

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**PRIMARY DARK**

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**SECONDARY STACKED DARK**
• **Primary 1color** is used when full color is not an option
• **Secondary Stacked 1color** is used when full color is not an option and only 1 color is allowed
• **Primary Dark 1color** is used when full color is not an option and only 1 color is allowed on a dark background
• **Secondary Stacked Dark 1color** is used when full color is not an option and only 1 color is allowed on a dark background
• **Primary Black** can only be used when full color is not an option.

• **Secondary Stacked Black** can only be used when full color is not an option.

• **Primary White** can only be used when full color is not an option and needs to be placed on black.

• **Secondary Stacked White** can only be used when full color is not an option and needs to be placed on black.
<table>
<thead>
<tr>
<th>CO-BRAND</th>
<th>DESCRIPTIVE</th>
<th>PRODUCTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand openly lined to the master brand, receiving equal emphasis.</td>
<td>Brand that us purely functional/descriptive in nature with a logo locked to the master brand.</td>
<td>Brand that us purely functional/descriptive in nature with a logo locked to the master brand.</td>
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<tr>
<td>• Force3</td>
<td></td>
<td>• Sirius SMART Tool</td>
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<td>Vertical Solutions</td>
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<td>• Solution Services &amp; Support</td>
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</table>
When is use do not use master brand logo again

All co-branded and descriptive logos contain Sirius master brand and divider as part of its treatment

All rules that apply to our master brand applies to our co-branded, descriptive and product logos.

Use only approved logo artwork

Use only approved logo artwork for dark

Use only approved logo artwork for 1color

Use only approved logo artwork for black and white
When is use do not use master brand logo again

All product logos receive its own iconography

All rules that apply to our master brand applies to our co-branded, descriptive and product logos.

Use only approved logo artwork

Use only approved logo artwork for dark

Use only approved logo artwork for 1 color

Use only approved logo artwork for black and white

PRODUCT LOGOS
To properly stage the logo, a minimum clearance between the logo and other elements must be maintained.

The cap height of the “I” in the logo indicates the measurement of minimum clearance between the logo and other elements on all sides of the Logo.
- Vertical: The width of the logo must always be at least 125 pixels for on-screen or 1" (25mm) for print.
- Horizontal: The width of the logo must always be at least 200 pixels for on-screen or 2.5" (75mm) for print.
The logo may not be displayed as a primary or prominent feature on any non-Sirius materials. Companies using the logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.

The logo may not be imitated or used as a design feature in any manner.

The logo may not be used in a manner that would disparage Sirius or its products or services.

Neither the logo nor the Sirius name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.

Non-Sirius materials should not mimic any Sirius advertising, product packaging, or website design.
Sirius Logo / Additional Requirements and Examples of Incorrect Logo Usage

The logo must be used as provided by Sirius with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

DON’T

- The Icon may never be removed from the logo font.
- Do not place master brand in conjunction with a co-branded, descriptive or product logo.
DON'T

Don't change the size relationship of the symbol to the logotype.

Don't create logo “lockups” by adding in close proximity to the logotype. Use only approved logos.

Don't compress the Logo.

Don't create logo “lockups” by adding text in close proximity to the Logo.

Don't add the logo specifications within the symbol or the logotype.
DON'T

Don't attach text of any kind to the symbol.

Don't place the logo over busy photographic backgrounds.

Don't change the logo to a single color (other than the approved white version).

Don't place the logo on backgrounds that provide insufficient contrast.

Don't alter the spacing in the symbol or text.

The logo must appear only in a horizontal position.

The logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.
Corporate Design

Design Overview
Typography
Color Palette
Iconography & Application
Gradients
Our primary blue colors serve to create a visual connection to Sirius brand and to provide an accent color to draw attention to important items.

Secondary colors support the primary color by expanding the breadth of the palette. These colors are used as slight variations on the Primary color palette to create a bit more depth.

Tertiary colors add warm accents to the palette. Use them to add color accents, alerts, badges and as minor accents.

Neutral colors soften the color palette further so that the other colors, including colors within photography, do not compete with each other for attention. Use them for type, separation bars and buttons that are secondary actions.
Throughout Sirius Open Sans is the typeface family of note for all our messaging. Montserrat is used for major headline elements and fonts that need a heavier, more powerful weight. Our typographic system uses the two fonts to, each of which serves a specific purpose that helps define information hierarchy.

Open Sans is a sans-serif typeface designed by Steve Matteson and commissioned by Google. It was developed with an “upright stress, open forms and a neutral, yet friendly appearance” and is “optimized for legibility across print, web, and mobile interfaces.” Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. It belongs to the humanist genre of sans-serif typefaces, with a true italic.

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name. The uppercase G and J really set it apart.

Open Sans Light is intended for most main copy items like paragraphs, lists, links, and labels.

Open Sans Bold gives emphasis to main section headers, page headings, navigation, and action buttons.

Montserrat Bold gives emphasis to main section headers, page headings, navigation, and action buttons.
The start of gradients for the cases where you might need them. We need to discuss more.
Marketing Design Team
Design.Group@siriuscom.com

Sirius Computer Solutions reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in Sirius Computer Solutions’ sole judgment, does not comply with these guidelines or might otherwise impair Sirius’s rights in the logo. Sirius Computer Solutions further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.