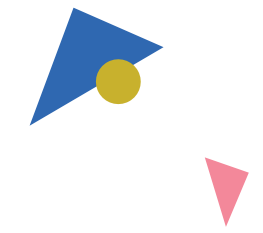




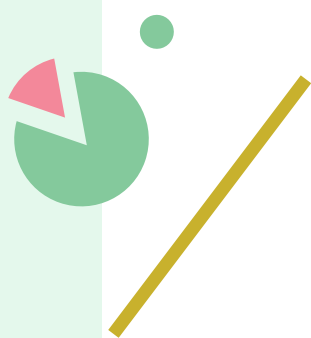
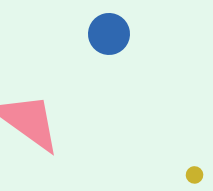
Sigma Brand Guidelines

January 2020



Welcome to Sigma's brand guide. Use it to understand our visual language.

Sigma Computing ("Sigma") permits its customers, partners, and the media ("you") to use its name, trademarks, logos, web pages, screenshots and other brand features ("marks" or "logos") only in limited circumstances and as specified in these guidelines. By using Sigma's marks, you agree to adhere to these guidelines. If you have a separate agreement with Sigma that addresses use of the Sigma brand, that agreement shall govern your use of the Sigma marks.



Primary Logo Lockup

Our primary logo lockup is the single-line combination of the brand mark ("the crane") and the wordmark.

Rules of Usage

The word mark can never stand on it's own.

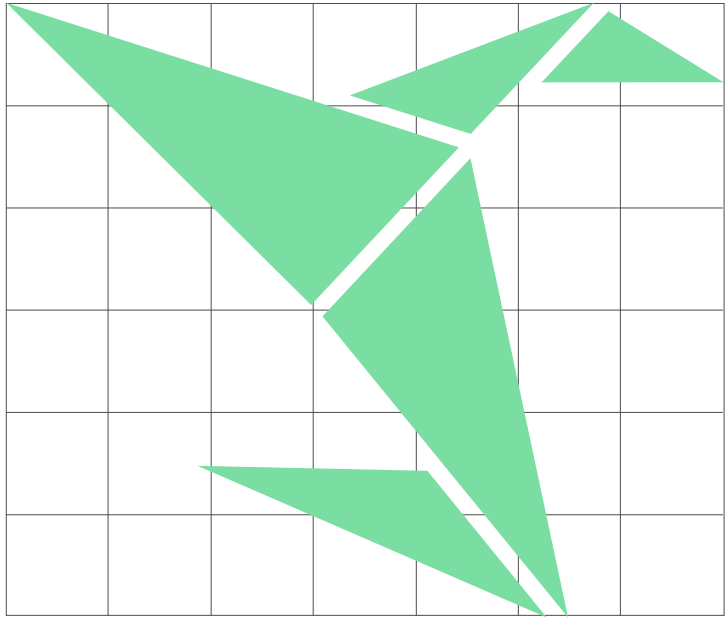


Brand Mark: The Crane

The crane brand mark is the symbol of Sigma.

Rules of Usage

The brand symbol can stand alone when it lives within an existing context of Sigma's brand. This means it lives within a product or environment that already has the full logo. It works great for application icons and certain swag like stickers, etc.



Logo 2-color

The primary logo lockup is two color with the Sigma green and Sigma blue. When against darker backgrounds, the two color pairing changes to Sigma green and white. Legibility is always of utmost importance. **Do not use the logo in any other color variations.**



Logo 1-color

When 1-color, our logo should be either Sigma green, Sigma blue, white or black. Ensure enough contrast against the background for which the logo exists. **Prioritize using logo in mint green. Do not use the logo in any other color variations.**



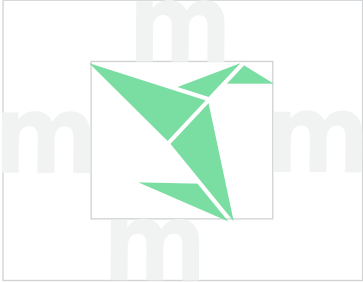
Logo Minimum Size + Clearspace + Logo Alignment



50px wide minimum



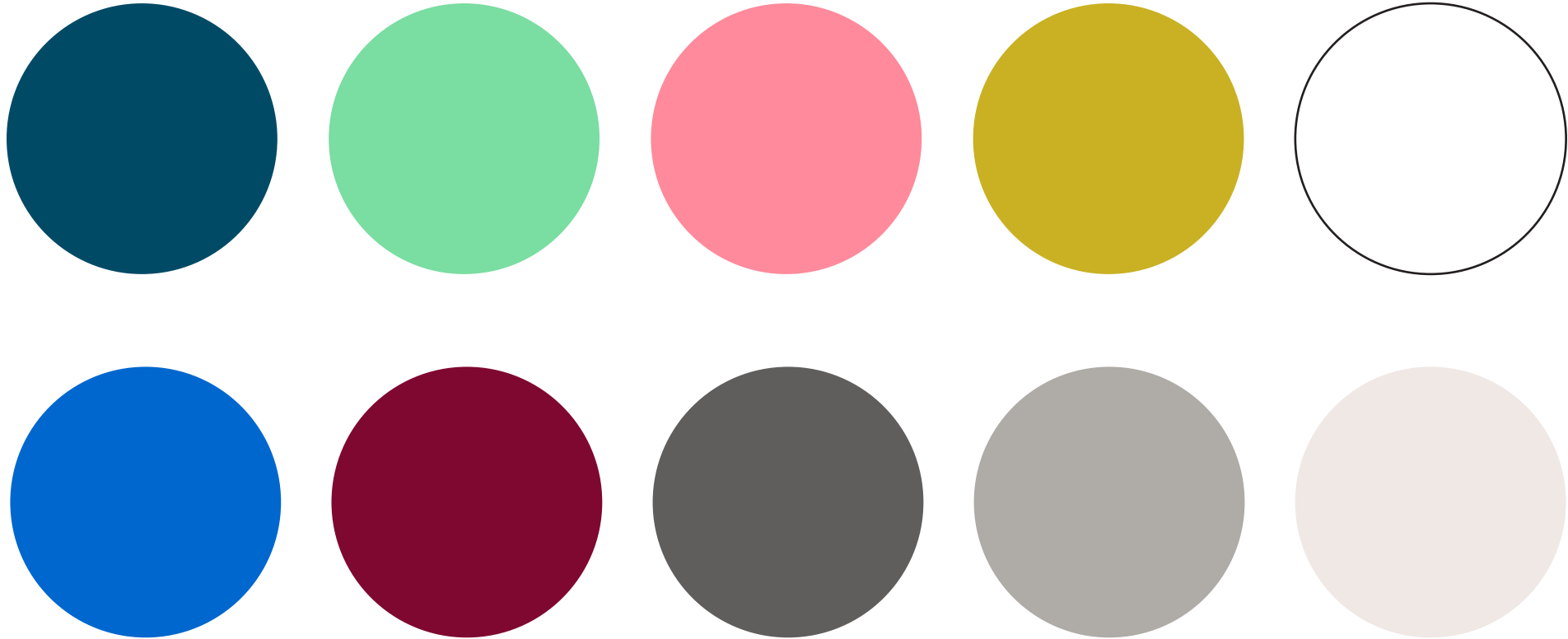
15px wide minimum



Headline goes here

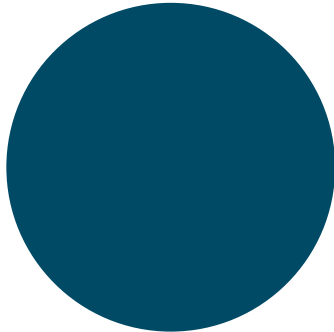
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Color Palette



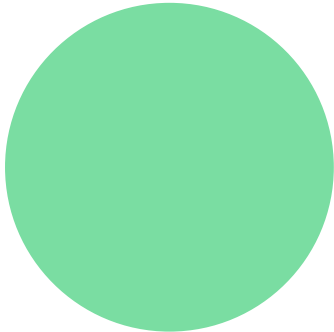
Primary Colors

Our primary color palette consists of three colors and white. After those colors, look to incorporate the yellow and electric blue.



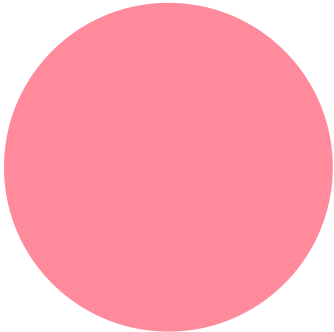
Sigma Blue

PANTONE 2188 C
CMYK 97 - 67 - 40 - 25
RGB 1 - 74 - 102
HEX #014A66



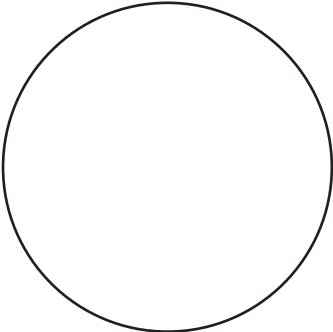
Sigma Green

PANTONE 353 C
CMYK 49 - 0 - 50 - 0
RGB 122 - 221 - 162
HEX #7ADDA2



Sigma Pink

PANTONE 1775 C
CMYK 0 - 58 - 21 - 0
RGB 255 - 138 - 155
HEX #FF8A9B

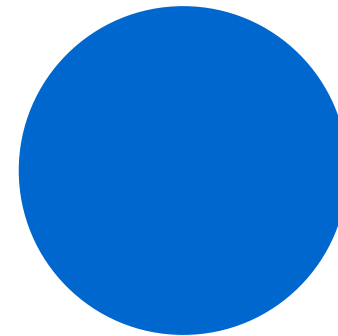


Cloud

CMYK 0 - 0 - 0 - 0
RGB 255 - 255 - 255
HEX #FFFFFF

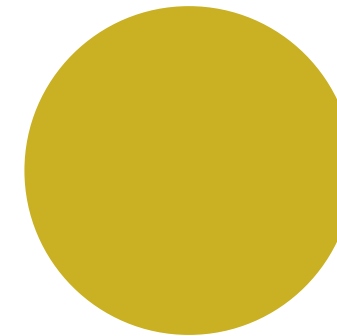
Supporting Colors

These colors play a supporting role. The crimson should be used sparingly at this time. Please lean towards using the yellow and electric blue more.



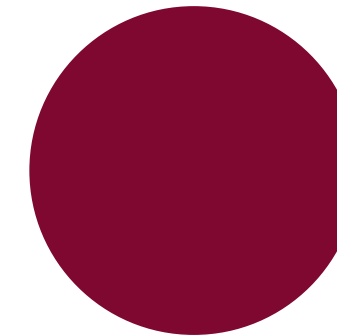
Electric Blue

PANTONE 2175 C
CMYK 85 - 61 - 0 - 0
RGB 0 - 103 - 206
HEX #0067CE



Burnt Yellow

PANTONE 103 C
CMYK 24 - 24 - 100 - 0
RGB 201 - 177 - 35
HEX #C9B123

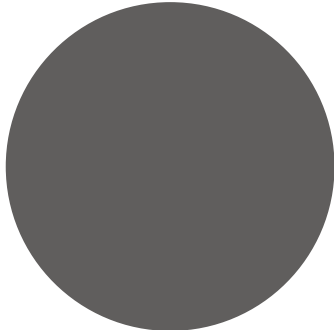


Crimson

PANTONE 1955 C
CMYK 31 - 100 - 69 - 35
RGB 127 - 8 - 48
HEX #7F0830

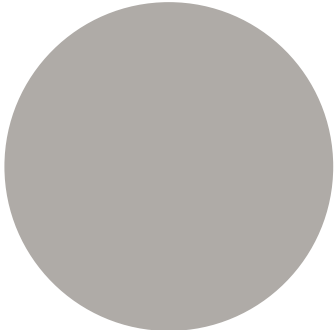
Supporting Neutrals

These colors offer a next complement to the other more vivid colors in our palette. **The dark gray is used for typography body text when against a white or light neutral background.**



Dark Gray

CMYK 61 - 54 - 53 - 25
RGB 96 - 94 - 93
HEX #605E5D



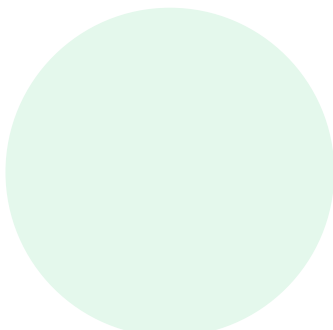
Medium Gray

CMYK 33 - 28 - 21 - 0
RGB 175 - 171 - 167
HEX #AFABA7



Cream

CMYK 5 - 7 - 8 - 0
RGB 239 - 232 - 228
HEX #EFE8E4



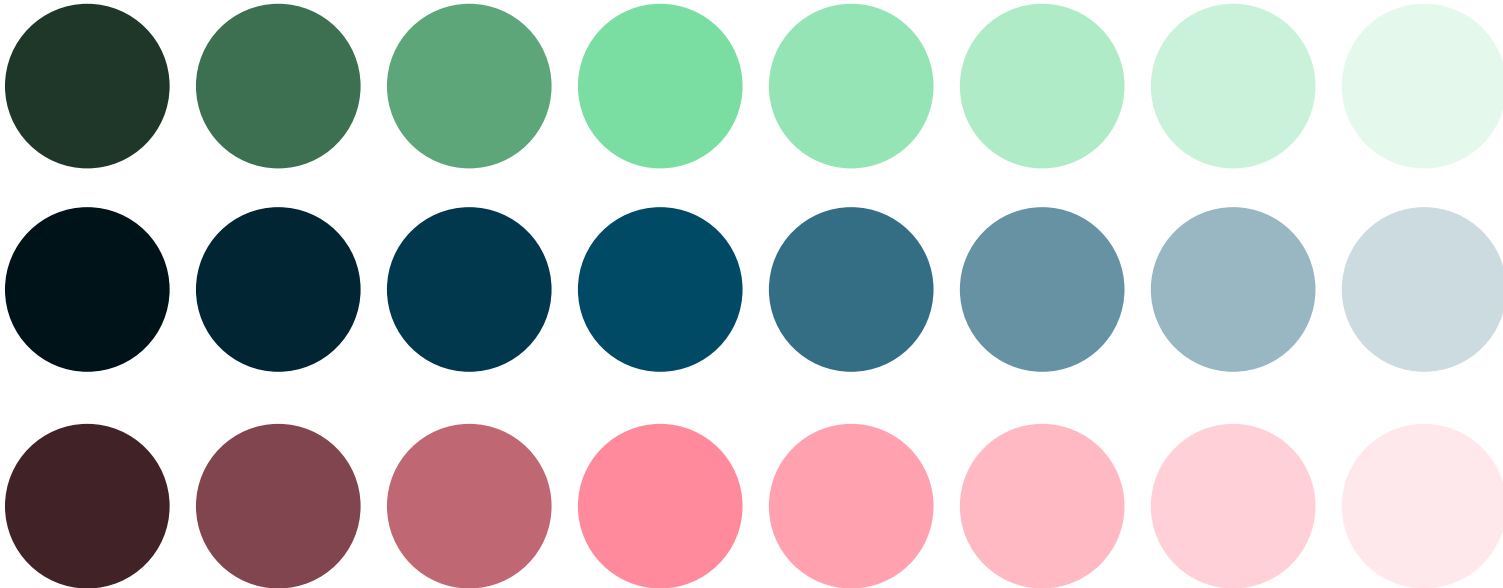
Light Mint

CMYK 0 - 9 - 0 - 9
RGB 228 - 248 - 236
HEX #E4F8EC

Color Usage

Shades and tints are permitted sparingly for product design and illustrations (shading, highlights, and color contrast). From example, when placing an illustration with some blue against a Sigma blue background, please use a dark shade of that blue to ensure contrast with the background. Please use sparingly and only when necessary.

Sigma Navy Shade 1 - #01384D
Sigma Navy Shade 2 - #012533



Primary Headline Type: Cadiz

The headline typeface for print and web is Cadiz from the Luiz Type Foundry.

<https://luzi-type.ch/index>

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789**

Cadiz Family

Cadiz Light

Cadiz Light Italic

Cadiz Regular

Cadiz Regular Italic

Cadiz Bold

Cadiz Bold Italic

Cadiz Black

Cadiz Black Italic

Primary Body Text: Montserrat

The body text typeface for print and web is Montserrat, which is available on Google Fonts. This typeface is so widely available that no alternative suggestions are necessary.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789**

Cadiz Family

Montserrat ExtraLight
Montserrat ExtraLight Italic
Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Regular Italic
Montserrat Medium
Montserrat Medium Italic

Montserrat SemiBold
Montserrat SemiBold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat ExtraBold
Montserrat ExtraBold
Montserrat Black
Montserrat Black Italic

Alternate Headline Type: Chivo

When Cadiz is not available, Chivo is the back-up typeface. It's great for applications like decks and quick flyer layouts. This typeface is available through Google fonts.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789**

Chivo Family

Chivo Light

Chivo Light Italic

Chivo Regular

Chivo Bold

Chivo Bold Italic

Chivo Black

Chivo Black Italic