Sigma Brand Guidelines
Building on our passion to provide data access to everyone, our visual direction unites dynamic data elements with organic textures.
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Brand Attributes

Human-First
Fresh
Passionate
Polished
Logo

The Sigma Logo Lockup
The Sigma Crane Symbol
Scale & Clearspace
Color Use
Do's & Don'ts
Sigma Logo Lockup

The logo lockup consists of our brand symbol and our word-mark. The letter forms of the word-mark are clean, modern, and polished to exude a balance between inviting and 'you can trust us with your data' vibe.

The crane symbol serves as a metaphor for what Sigma stands for. The triangles within the symbol represent data coming together as a dataset, which like the folds in origami, are malleable.
Sigma Crane Symbol

Depending on the context and the audience, the crane symbol can be used independently. In other cases, it should be used in partnership with the main logo lockup.

As a general rule of thumb the crane symbol used independently is permissible for internal company contexts, like swag and signage.
Logo Use

Always allow for adequate clear space when using the Sigma logo lockup or crane symbol.

Always use the Sigma logo lockup and crane symbol at a legible size. The logo lockup should be no smaller than 75 pixels wide and the logo symbol is 25 pixels wide.
Color Use

Typography should only be black or white. White should only be used when a darker color contrasts effectively against the background.

Primary color logo

Primary color logo on black background

Only use all black logo for gray scale layouts

Only use all white for gray scale layouts and when placed on an image
Logo No-Nos

We appreciate your creativity, but the design of the Sigma logo is locked so please don’t bastardize.

Don’t Stretch Horizontally  
Don’t Add Effects To Logo  
Don’t Rotate Logo  
Don’t Reposition Elements

Don’t Stretch Vertically  
Don’t Use Transparency  
Don’t Change Logo Colors  
Don’t Add Any Additional Elements
Color

Hierarchy
Specifications
Pairings
Proper color hierarchy is the key to creating cohesion with the color palette. White or black should always be the dominant colors.

Secondary accents colors should not dominate any composition. Secondary neutrals are to be used subtly or as a full background.
Specifications

Sigma Teal should be used in the logo and when defining Sigma in promotional communications.

Black and white are the Sigma brand primary colors and should be used to define the brand and add bold contrast on backgrounds or copy.

Secondary accent colors are meant to be used sparingly on the shapes or on headlines to add visual interest.

Secondary neutral colors are meant to be used as background colors when necessary and to mute body copy.
In general when creating shape patterns, you will want to combine two colors from the high saturation category and one color from the low saturation category. For high saturation, pick one warm and one cool per pairing.

For example, you could pick Coral to pair with Teal, and then pair with Peach. Colors that are low saturation work better for color fills than high saturation because they don't dominate as much.
In some cases, you’ll want to have two low saturation colors, and one high saturation color. This is applicable namely when you have a much larger shape in the pattern and perhaps you want to overlay text such as with ads and e-mail (see examples on pages 65 and 66).
Typography

The Sigma Typeface

Web: Hierarchy & Leading
Print: Hierarchy & Leading
Color Use
National is a welcoming and sophisticated typeface.

National Book
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

National Medium
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

National Semibold
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
IBM Plex Sans is the default back up when National is not available. It is the primary typeface for templates that are used by non-designers, like one sheets and slide decks created in Google Slides and Google Docs.

This font has a large x-height and should be sized down about 7-10 pts the sizes set on page 16, which are based on National's x-height.

For instance on this page the IBM Plex Sans headline copy is 65pt, while on page 16 National's headline is 75px.

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IBM Plex Sans is equally inviting with similarly curved terminals.

**IBM Plex Sans Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**IBM Plex Sans Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**IBM Plex Sans Semibold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
Lato is a balanced typeface, possessing warmth & strength.

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Website: Type Scale
Hierarchy & Spacing

- The minimum amount of space between lines should be a little more than the type size
- Larger type can have tighter leading. Smaller type should have looser leading
- Leading for h1: 2-3px
- Leading for h2, h3 and body copy: 4-8px
- Leading for quotes: 12px

Answers Are Waiting

Sigma Empowers Teams to Explore Data Without Limits

“With the combined compute speed and analytics capabilities of Sigma and Snowflake, we reduced our time to data insight by 93%.”

Jessica Nielson
Data Analytics Manager
The E.W. Scripps Company

Give everyone the power of direct, real-time data access and the confidence to use it with Sigma—the first analytics and BI tool built for your CDW.

©2020 Sigma Computing
E-mail: Type Scale
Hierarchy & Spacing

- The minimum amount of space between lines should be a little more than the type size
- Larger type can have tighter leading. Smaller type should have looser leading
- Leading for h1: 2-3px
- Leading for h2, h3 and body copy: 4-8px
- Leading for quotes: 12px

Data Your Company's Biggest Asset

H1: 30-32 px | Lato Bold

Sigma Gives Everyone the Power of Direct, Real-time, Governed Data Access

H2: 24px | Lato Bold

Body copy: 16px | Lato Medium

Visit Snowflake’s Partner Connect and try Sigma for free!

H3: 22px | Lato Medium

The cloud-based BI tool designed for everybody

Button Links: 13px | Lato Bold | All Caps

EXPLORE NOW

Footer Links: 14px | Lato Bold

Visit our site

Button: 14px | Lato Bold | All caps | .29px letter spacing

TRY IT FOR FREE

Small text - footer: 11px | Lato Medium | Gray #666666

Sigma, 90 New Montgomery Street, Suite 1500, SF, CA
Print: Type Scale Hierarchy & Spacing

- Leading for H1, H2 and H3: 2-4pts
- Leading for body copy is 3-6pts for easier reading and a modern airy feel
- The minimum amount of space between lines should be a little more than the type size
- Larger type can have tighter leading. Smaller type should have looser leading
- Use Bold for body copy emphasis (see "Challenge 1")

Data Your Company’s Biggest Asset

H1: 30-34 pt | National Medium

Sigma Gives Everyone the Power of Direct, Real-time, Governed Data Access

H2: 18pt | National Medium

Visit Snowflake’s Partner Connect and try Sigma for free!

H3: 14pt | National Semibold

Quote / Call outs: 20pt | National Regular

“With the combined compute speed and analytics capabilities of Sigma and Snowflake, we reduced our time to data insight by 93%.”

Body copy: 11pt | National Book

Sigma is the first enterprise-ready cloud analytics and business intelligence (A&BI) solution designed to run natively with cloud data warehouses (CDWs). Providing live, guided access to CDWs, Sigma maximizes their value, eliminates the need to change data models as new questions arise, and transforms A&BI into an iterative process. Sigma SpreadSheets empowers anyone to analyze data - without code or extracts - and make insight-driven decisions quickly, freeing data experts to focus on more innovative, fulfilling initiatives.

Body copy emphasis treatment: 11pt | National Bold

Challenge 1: Business teams are unable to directly access data without coding experts.

Footnote: 9pt | National Light

FOOTNOTES:

1. [Source: Data on suicide rates, Global Data, 2023]
Type Color Use
Dos and Don’ts

Dos
- In every situation, type should always be black or white — easy!

Don’ts
- Don’t overlap text over shapes patterns besides large solid shapes, as seen for middle example
Shape System

Fundamental Elements
Grid Use
Scaling & Hierarchy
Amorphous Texture
Dos & Don'ts
Color Usage
Our shape system plays a vital role in communicating Sigma's people-first approach to data
Fundamental Elements

Our system is designed with the flexibility to create an infinite number of compositions for a variety of applications.

The relationship between organic and geometric shapes echoes the relationship between people and data.

The amorphous texture, containing imperfect shapes within it, represents people. The geometric shapes represent data. They work together to fill each other's gaps, soften edges, tell stories.

Is Data Your Company's Biggest Asset

81% of companies agree data should be at the heart of all decision making\(^1\) — yet 38% of business leaders have given up on asking for a new insight.\(^2\)

**Challenge 1:** Business teams are unable to directly access data without coding experts.

**Challenge 2:** Reporting bottlenecks and queues delay time to insight and make it hard to collaborate.

**Challenge 3:** Security and governance issues happen when business experts extract data.
Sigma Shapes

There are 6 shapes within the system.

The circle is our hero shape. It should be included in all compositions to offset the intensity of the pointed shapes.

Shape Grid

All compositions are to be structured using a square-based grid. The grid's base unit is dependent on the application. To start, shapes should fit within 1 grid unit and scale up from there.

Amorphous Texture

Adding an own-able human touch to the shape system, the amorphous texture is a key part of our brand.

The texture should always be black or white and should change shape depending on the space it's filling.
Grid Use

Consistent grid use is key for a consistent brand system.

- At any scale, shapes should fit neatly within a square.
- Occasionally the grid can be broken or offset if the composition benefits from it.
Scaling & Hierarchy

The shapes scale proportionately to add visual variety and hierarchy to a composition.

- Rectangles, squares, and diamonds should only be filled at smaller scales to avoid stealing the show.
- Shapes scale larger using grid increments 1x–6x.
- Scaling above 6x should be used intentionally, depending on the application.
- A composition should include shapes from a range of scales.
- Fills should be used sparingly at larger scales. Any shape at any scale can be outlined.
- All shapes can be rotated in 90° increments
Amorphous Texture

Adding an own-able human touch to the shape system, the amorphous texture is a key part of our brand.

- Amorphous texture doesn’t have to align to the grid.
- The texture container can change shape depending on the space in which it lives.
- The dots that make up the amorphous texture should consistent in size within a composition or series of compositions applied across a product or campaign.
- In most cases, texture should be touching 1 geometric shape.
- Texture should overlap shapes
Dos & Don’ts

Limit shape overlaps / Amorphous sits on top
Fill shapes and outline shapes can overlap with each other. Amorphous should always overlap on top. Fill shapes should not overlap. Limit to 2-3 overlaps per composition.

Large shapes should be outlined and/or bleed off edge
Large shapes should rarely be filled, especially pointed shapes. Large shapes should be outlined and bleed off the composition when possible to not steal the show.
Dos & Don’ts

Use scale variety in each composition
Avoid the "confetti effect." Use small shapes sparingly. Do not cluster them together.

Use pointed shapes sparingly / favor circles
Pointed shapes are harsh, directional, and too intense. In most cases, each composition should have at least 1 circle.
Dos & Don’ts

Scale amorphous shape pattern proportionally
Ensure dots are always proportional, and thus the dots aren't too big or too small.

Avoid floating blobs
In most cases, the amorphous texture shape should be anchored to a side or multiple sides of a composition.
Dos & Don’ts

Use rotational symmetry as often as possible
Shapes that are clustered should sit across diagonally for a more dynamic composition.

Keep an eye on quantity
The goal is not to have a gang of shapes, so don’t use too few or too many shapes in a single pattern.
Shape Pattern
Color Usage

For consistency, follow the brand color hierarchy. Black and white should always be part of a composition.

- Compositions should always be on a white, black, or secondary neutral color.
- For each composition, use up to two secondary colors.
- Keep a nice balance of warm and cool colors in shape patterns.
- In most instances, amorphous texture should be black or white for high contrast.
Photography

Overview

Style Direction

Minimal UI Illustrations

Customer Stories

Internal Lifestyle

Internal Portrait
Our partners and users come first. Photography helps communicate the human aspect of our service to the world.
Customer Stories: Subject / Environment

Showing our customers is important to show Sigma’s impact on real humans across industries, businesses and teams. The main idea to convey is that Sigma empowers its customers to do their jobs better by using data.

- Candid portraits that capture real moments and emotions—both direct eye contact and not
- Mostly candid with some posed portraits
- Confident, optimistic and empowered subjects
- Individuals in or around environments that feel work-based—outside an office, in a co-working space or working at home
Customer Stories and Case Studies

In addition to customer portraits, it’s important to show images that represent the customer’s industry and brand. This applies to tertiary photos for Customer Stories on the blog, and all photography for Case Studies. As it applies to Case Studies, it’s great to show the customer’s product, as applicable.

- Naturally lit and airy feel
- Emphasis on candid shots with glimpses of subject’s work environment
- Find creative ways to show connection to the Sigma product incorporate applicable props (e.g. laptop with data on screen, data notes in notebook)
- Customer interacting with his or her team
- Glimpses of the customer’s company or industry (can use Unsplash or another high quality stock site when real photography is limited—however, photos should be adjusted to match our bright and natural style)
Real Customer Stories: Applications/Treatments

Photography pairs well with our shape system, bringing people to the forefront of a composition.

- If a part of a shape composition, photography should only be contained within circles and squares.
- Amorphous texture may overlap with the photo container, other shapes should not.
- Photo containers should be the hero of a composition, scaled to at least 3x the smallest shape.
- The primary background color for photography is black, but this is just a guideline and depends on the context.

"Using Sigma to answer questions from BigQuery has allowed us to become a datadriven company, and as a result we've grown our sales 4x since incorporating these tools into our decision making process."

Eli Allen
Data Analytics Manager at The E.W. Scripps Company
Customer Stock Imagery Style

To incorporate humanity into our visual brand, we use natural, portrait photography for our Minimal UI vignette illustrations. It's important to show a wide range of people—age, gender, race and personal style.

- Inclusivity is key. Source portraits of people roughly 24-65 years of age

- Emphasis on clean backgrounds

- Minimal, neutral look

- Avoid images with too much color. Color should come from the person within the portrait, not their clothes or environment (crop out background art / objects)

- Use naturally lit images

- Avoid dark images

- Use direct eye contact images intentionally and sparingly
Customer Stock Use Case: Minimal UI Scenarios

- To communicate connection have one individual looking in the direction of the product or the direction of the other person as much as possible
- Per each minimal UI, have a individuals looking in a variety of directions
- Crop the individual right below the shoulders to avoid the “floating head” look
- The background should be as close to a neutral light gray as possible
- Ensure diversity and inclusive by pairing individuals who are different
- Avoid stereotyping with titles
- Ensure women and individuals of color are elevated

<table>
<thead>
<tr>
<th>123</th>
<th>Daily Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>32,409</td>
<td></td>
</tr>
<tr>
<td>29,384</td>
<td></td>
</tr>
<tr>
<td>34,533</td>
<td></td>
</tr>
</tbody>
</table>
Internal: Executive Portraits

Executive portraits live on the website and within certain high-visibility slide decks. The photo portrait style consists of a standing pose with a confident and relaxed stance. Like all of Sigma's photography, the space is well lit with natural light. The photos are converted to gray scale and work against a black background.
Internal: Team Portraits

Two scenarios:

- Employee quote
- Content Marketing head shot
Internal: Team Culture

Lifestyle photography, which is seen mostly on the website, gives a glimpse into the world of working on the Sigma Team.
Blogs: Photo Treatment

Blog photography will typically be portraits of Sigma employees or customers that are being featured in Sigma News or Success Stories. These photos, when placed in the page hero or thumbnail image, will be treated with a color overlay.

To achieve this look, place a layer of color on top of a black and white photograph, and change the opacity to “multiply.” Permissible colors include Seafoam, Lilac and Peach, as listed on page 12.
Minimal UI & Product 1:1
Overview
Product 1:1
Minimal UI
We are product-forward and human-first. Our relatable and polished product illustrations drive that point home.
Product 1:1

Product illustrations accurately represent the UI and product features, while simultaneously scaling back extraneous detail (e.g. text). Minor adjustments made to spacing, removing complexities, etc.

Color
Color is used extremely sparingly—either a teal-colored mouse to guide the eye or for data visualizations (see the right-most image). Grays for animated product 1:1s pulled from the product itself.

Type
Source Sans Pro is used to be as realistic to the product as possible. National (the brand font) is not to be used in Product 1:1 representations.

Designing at @ 100%
All strokes are 0.3pt when designing at 100%
Headers in Source Sans Pro are at 10.5pt
Sub-headers are 8.5pt
Smallest type size is 6.5pt

Note: This illustration style is used on the website as both static images and short animations.
Minimal UI Scenarios

These illustrations combine simplified UI product screens with hypothetical customer images to tell a greater story about Sigma’s collaborative and human-first product.

In the minimal UI compositions, the product is mostly grayscale with 1-3 small hits of the brand color palette. The shape patterns should be added sparingly behind the UI to frame it, and add a little extra brand personality.
Iconography

Overview
Product Icons
Usage Dos and Don'ts
Overview

Our iconography ties back to Sigma's larger visual system. It is geometric-forward with a subtle nod to organic form vis-a-vis rounded end caps. Each icon comprises fill and stroke shapes, and should include some occurrence of overlapping (few exceptions).

It strives for the simplest form to represent an idea. Forms should be iconic but fresh and own-able. All icons are built within a 60px by 60px grid.

Form Basics
- Fill shapes should be colored
- Stroke shapes should be black

Stroke Rules
- Set to only rectangular caps in Illustrator
- Black stroke should be 3 pt
- If color stroke is used must be at least 5pt for contrast

Fill Rules
- Color filled shapes should only take up 40% of composition max
- Black objects should be primary focus
Product Icons

Product icons are used on the website, marketing collateral and presentation decks to represent a specific product feature or concept.

These icons are not intended to be used in the product.
Icons Usage
Dos & Donts

Colors
• Icons should always be two colors, including black
• The secondary color is either Sigma Teal or Clay

Background colors
• Always ensure good legibility of the icons (read: enough contrast)
• Best to place icons against a neutral background color
• Icon colors can be reversed to appear against black

Sizing, scaling and stroke weight
• Legibility test: Each shape should be legible zoomed out at 33.3% (in Illustrator)
• Minimum icon size: .85 inch / 60 px
• Maximum icon size: 1.15 inch / 82 px
• Maintain axis ratio by holding down shift when scaling
• Stroke weight: do not adjust!

General Usage
• Do not manipulate icons or combine them with other icons / visuals to express a new idea
Illustration

Overview
Blog Style
Blog Use Case
Isometric Style
Isometric Use Case
Our brand is fresh, passionate and polished. These attributes come through our range of illustration styles.
Overview: Blog Style

The blog style is a fresh, object-based illustration style that is complementary to the larger brand visual system. It’s non-literal approach to storytelling balances the larger system.

The main objective was to create a style that doubles down onto our brand's personality encouraging intellectual curiosity, and providing a sense of levity and playfulness. Similar to approaches taken by MailChimp, Figma and the New York Times, the illustration approach makes an otherwise relatively dry topic of data analytics far more approachable.

The style is tied to our brand goals and attributes:

- Topically more product-forward
- Graphic, bold and simple (hey - we’re passionate)
- Rooted in a concept to spark the reader’s curiosity
- A fresh aesthetic that makes our brand inviting
Blog Use Case 1: Cloud BI and Security

The blog illustration style is meant to be simple and graphic, with an emphasis on bold color and relatively thick black strokes. The compositions should have movement, much inspired by the likes of the late Keith Harring who kept his art simple yet energized.

When a blog post topic falls within either the Cloud BI and Security category, the illustration should comprise an object-based metaphor. The metaphor could be a play on words combining two unrelated objects to create a new meaning. An unexpected surrealist approach, like the miniature canvas and enlarged paint brush. To avoid static compositions it’s nice to repeat individual objects more than once.
Blog Use Case 2: Data Analytics & Product Releases

Product illustrations on the blog showcase the user interface. The goal is to simplify the UI in a way that simplifies the idea to its most basic form. The use of bold color and black strokes are likewise prominent, however the interior strokes are slightly lighter to help legibility.

Also, it's important to note full range of blog categories:

- **Data Analytics**: searching / inspecting data and finding insights
- **Cloud BI**: data warehouses, large amounts of data, cloudy topics
- **Success Stories**: customer stories
- **Sigma News**: new product features, employee spotlights, partnerships, and new updates
- **Security**: the layers of security
Overview: Isometric Illustrations

Isometric illustrations are used to convey high-level product and functionality concepts. The dimensionality and sleekness helps elevate the product concept. The objects illustrated should be literal and not overly detailed, so they can quickly communicate.

The color palette should be scaled back to primarily black, white and teal, and tints of those colors.
Isometric Use Case

A use case for isometric is the to communicate our brand pillars. As an example, here are the individual isometric spot illustrations found within our Pitch slide deck.

Powering a Human Connection to Data: The Last Mile

- **True self-service ability**
  - 62% of businesses say self-service BI is essential in 2020\(^1\)

- **Faster time to insight**
  - 34% of teams say the average turnaround time for a data request is 2-6 weeks\(^2\)

- **Modern data governance**
  - 95% of data experts have concerns around balancing data access and governance\(^3\)

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1. Deray, 2020: Business Intelligence Self-Service Market Study
2. Per data governance editor: Balancing the Gap Between Users and Business Teams
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