



**SIRIUS**  
T A L E N T

## Style Guide



## Logo Orientation

The orientation of the Sirius Talent logo is shown below. The logo is to be displayed horizontally only, never stacked.



### Unacceptable Forms on the Logo Display

The logo should never be incorporated into text or a headline. When it appears in text or a headline, it is always referred to as “Sirius”, “Sirius Talent”, or “Sirius Talent Solutions, Inc.”.

The logo should never be altered by condensing, expanding, or slanting.

The logo should not be placed at an angle or vertically. The only exception to this rule is if the logo appears on a piece designed to be read two ways, such as a three-ringed binder where it is to be read one way on the cover and the other way on a tab.

### Clear Space

The logo should always be surrounded by clear space. It should have as much space possible surrounding it. The clear space refers to the area around the logo that is void of any elements that disrupts the visibility of the logo. The minimum distance of this space is half an inch unless used in a masthead or footer.



## Color Usage

The logo should be shown in full color when on a white background. A black version of the logo should only be used when color output is not possible (i.e. fax transmissions or photocopy). A grayscale version is available for black and white ads. When placed on a dark background, either the color logo with white text may be used, or the logo that white in entirely.. When the background is light enough, the full-color logo can be used.

### Full Color



### Black



### Grayscale



### Black Background

*Color Logo with White Text*



### Dark Colored Background

*White Logo*



### Light Colored Background

*Full Color Logo*



# Design Accent

As part of the designed identity, the “S” symbol may be used to accent pieces. This is especially useful in areas where minimal text is used.

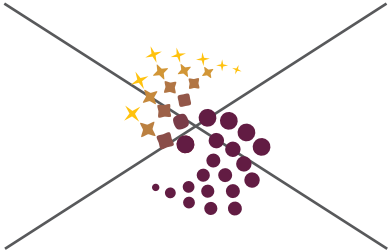
The “S” can be used in full opacity or faded in the background. It can be placed over color, and can bleed off the page. It is to use the same color guidelines as detailed under *Color Usage* on the previous page.



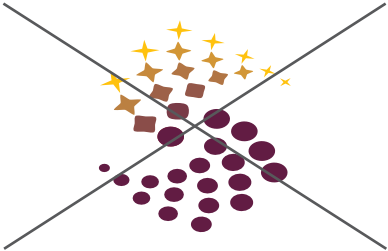
Can be used in full opacity



Can be large and faded, bleeding off the page



Never rotate



Never alter the color or shape

# Colors

The colors below should be used as the corporate color system and should not be altered.



## Red

CMYK: 50-95-45-40

RGB: 99-28-67

HexDec: #40172E



## Gold

CMYK: 0-25-100-0

RGB: 253-193-49

HexDec: #FFC20F

# Fonts

The primary font is Avenir, the same font used for “TALENT” in the logo. This font may be used for headers, subheaders, and accented text such as pull quotes and calls-to-action.

The secondary font is Myriad Pro. This font family is to be used for body copy, captions, and lower level subheaders.

## Primary

Avenir Roman  
*Avenir Oblique*  
Avenir Book  
*Avenir Book Oblique*  
**Avenir Black**  
***Avenir Black Oblique***  
Avenir Heavy  
*Avenir Heavy Oblique*

## Secondary

Myriad Pro Regular  
*Myriad Pro Italic*  
**Myriad Pro Semibold**  
***Myriad Pro Semibold Italic***  
**Myriad Pro Bold**  
***Myriad Pro Bold Italic***