



SIRIUS
WORKFORCE

Style Guide



Logo Orientation

The orientation of the Sirius Workplace logo is shown below. The logo can appear with or without the tagline, and 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” or “Sirius Workplace.”

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.





Tagline

When the logo is displayed with the tagline, the tagline is to be presented in the fixed position seen below. The tagline cannot be shifted to the right or left, or moved vertically. Font and color use must also remain consistent.



Only in the case of promotional material, such as waterbottles and t-shirts, can the tagline be moved to a different location for cleaner printing. In this case, the long tagline version of the logo is used, and as with the above, placement, font, and color use must stay consistent. Note that the original tagline, placed to the bottom right, is also acceptable on promotional material if output is suitable.



Color Usage

The logo should be shown in full color when on a white background. A PMS version can be used for two-color printing. 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. If a background color other than white is used, then the logo in its entirety may be displayed in white. When the background is light enough, a full-color logo can be used.

Full Color



Two-Color (PMS)



Black



Grayscale



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 faded on a background using Sirius' color palette



Can be large and bleed off the page



Never alter the color or shape

Colors

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



Red

PMS 287
CMYK: 100-95-5-0
RGB: 56-35-120
HexDec: #382379



Gold

PMS NOT USED
CMYK: 0-25-100-0
RGB: 255-194-14
HexDec: #FDC131

Fonts

The primary font is Clearly Gothic, used for the name “SIRIUS” in the logo in the Regular font style. This font family can be used in corporate material for headers and titles.

The secondary font, used for “Workplace Development” (Heavy) and the tagline (Medium Oblique), is Avenir. This font family is good for use in accenting text, such as pull quotes and calls-to-action.

Although Avenir may be used for body copy, it is recommended to use a more standard font, such as Helvetica or Arial.

Primary

Clearly Gothic Regular
Clearly Gothic Italic
Clearly Gothic Bold
Clearly Gothic Bold Italic
Clearly Gothic Heavy
Clearly Gothic Heavy Italic
Clearly Gothic Light
Clearly Gothic Light Italic

Secondary

Avenir Regular
Avenir Oblique
Avenir Book
Avenir Book Oblique
Avenir Light
Avenir Light Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Black
Avenir Black Oblique
Avenir Heavy
Avenir Heavy Oblique