



IDENTITY STYLE GUIDE

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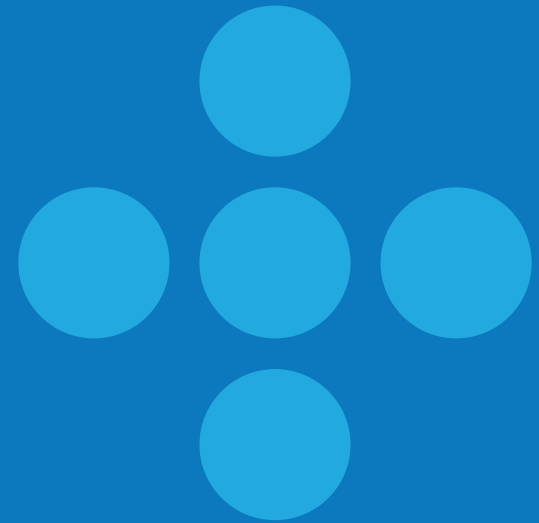
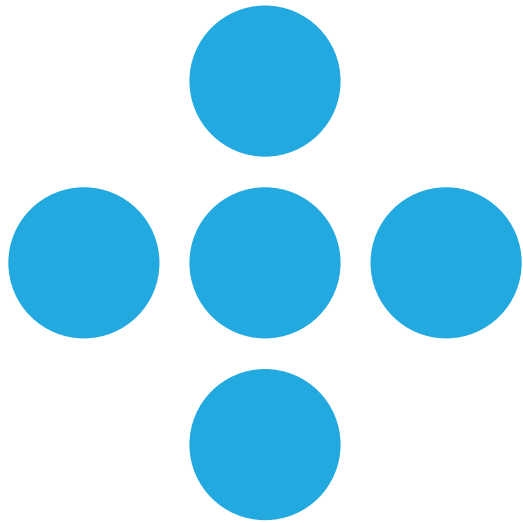


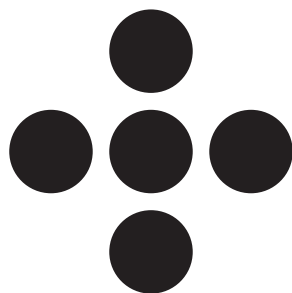
siris  M E D I C A L

siris  M E D I C A L

siris

siris

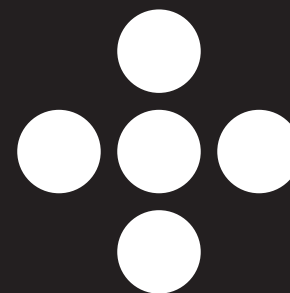




siris 
M E D I C A L

siris  M E D I C A L

siris



siris 
M E D I C A L

siris  M E D I C A L

siris

PROPORTIONS & SPACING

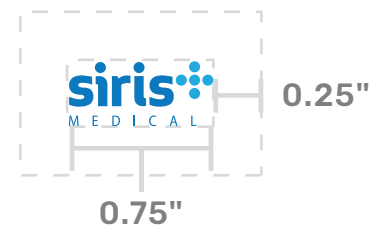
Clear space surrounding the logo will be upheld to ensure that the logo does not bleed into other objects in print & digital applications.

Spacing will be proportionate the dotted 'i' of "sirius". The principle logos, seen right, are at 100% scale, making the "O" equivalent to 0.25" of spacing around each logo variation.

FULL USAGE**WIDE USAGE**

MINIMUM SIZE

The minimum logo size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible. Allow at least 0.25" of clear space on all sides.

FULL**WIDE**

INCORRECT USAGE EXAMPLES

The logo should be displayed as presented in this guide, using the correct color palette swatches. No alterations to the logo mark or respective brand marks should be made.

**COLOR**

Don't change any colors of the logo besides the ones in the guide.

**EFFECTS**

Don't apply drop shadows, glows, or other effects to the logo unless otherwise specified.

**RECREATE**

Don't recreate any elements in the logo.

**STRETCHING**

Don't stretch to fit the space when placing the logo.

**TYPEFACE**

Don't change or alter the fonts used in the logo or use fonts not specified.

**BACKGROUND**

Don't place the logo on background colors that compete with the logo's visibility.

**PIXELATION**

Don't use low quality files, always use the high quality files provided.

**REARRANGE**

Don't rearrange, resize, or flip the elements of the logo.

**SPACE**

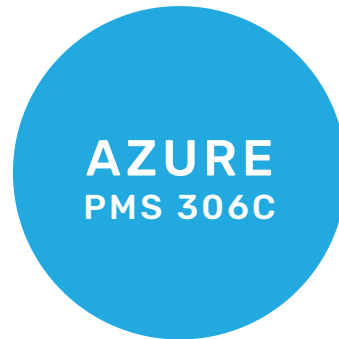
Give the logo enough space from other logos to be legible. Especially do not overlap the logo.

PRIMARY PALETTE



ROYAL
PMS 285C

CMYK (85,47,1,0)
RGB (120,120,189)
#0C78BD



AZURE
PMS 306C

CMYK (71,16,0,0)
RGB (34,169,224)
#22A9E0



WHITE
PMS WHITE

CMYK (0,0,0,0)
RGB (255,255,255)
#FFFFFF

SECONDARY PALETTE



STEEL
PMS 542C

CMYK (64,38,27,1)
RGB (103,138,161)
#678AA1



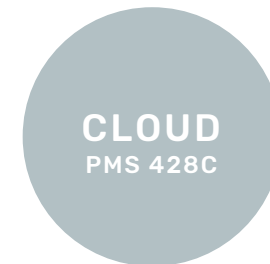
MIDNIGHT
PMS 540C

CMYK (100,73,35,20)
RGB (5,71,108)
#05476C



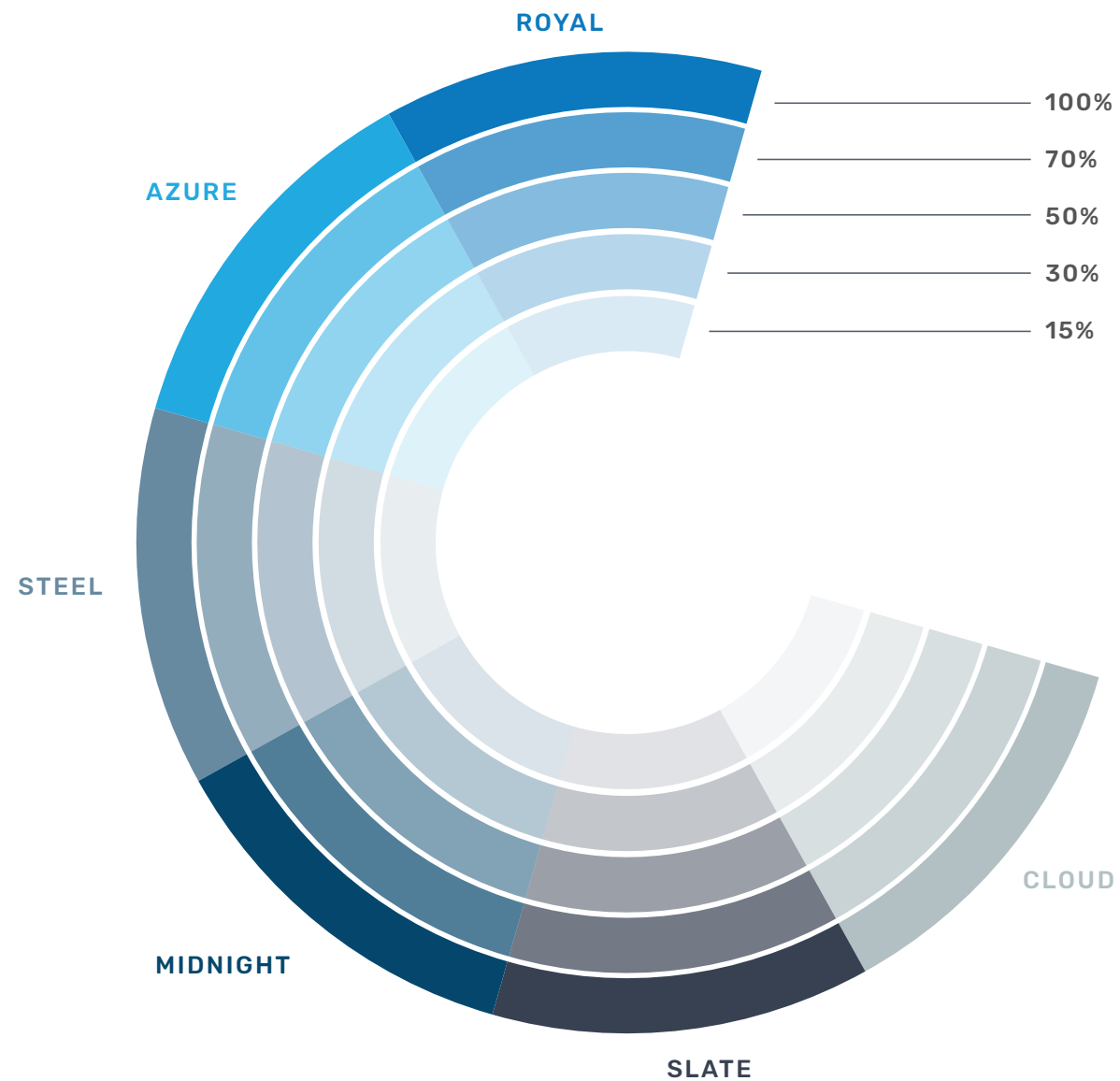
SLATE
PMS 431C

CMYK (80,68,47,37)
RGB (55,65,82)
#374152



CLOUD
PMS 428C

CMYK (31,17,18,0)
RGB (178,192,196)
#B2C0C4



RUBIK REGULAR

AaBbCc

AaBbCcDdEeFfGgHhIiJjLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 0123456789!@#\$\$%^&*()

*AaBbCcDdEeFfGgHhIiJjLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 0123456789!@#\$\$%^&*()*

RUBIK MEDIUM

AaBbCc

AaBbCcDdEeFfGgHhIiJjLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 0123456789!@#\$\$%^&*()

*AaBbCcDdEeFfGgHhIiJjLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 0123456789!@#\$\$%^&*()*

TITILLIUM WEB LIGHT

AaBbCc

AaBbCcDdEeFfGgHhIiJjLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 0123456789!@#\$\$%^&*()

*AaBbCcDdEeFfGgHhIiJjLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 0123456789!@#\$\$%^&*()*

TITILLIUM WEB REGULAR

AaBbCc

AaBbCcDdEeFfGgHhIiJjLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 0123456789!@#\$\$%^&*()

*AaBbCcDdEeFfGgHhIiJjLlMmNn
 OoPpQqRrSsTtUuVvWwXxYyZz
 0123456789!@#\$\$%^&*()*

H1: RUBIK LIGHT \\ 48PT \\ 56 LEADING \\ -20 TRACKING

Lorem ipsum dolor

H2: RUBIK MEDIUM \\ 24PT \\ 30 LEADING \\ 25 TRACKING

Lorem ipsum dolor sit amet

H3: RUBIK MEDIUM \\ 20PT \\ 24 LEADING \\ -10 TRACKING

Lorem ipsum dolor sit amet

QUOTE: TITILLIUM WEB LIGHT \\ 28PT \\ 30 LEADING

Lorem ipsum dolor sit amet

PARAGRAPH: TITILLIUM WEB REGULAR \\ 12PT \\ 16 LEADING

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet.

BRAND MARK



WORDMARK

InsightRT™

WIDE



STACKED



BRAND MARK



WORDMARK

QuickMatch™

WIDE



STACKED



BRAND MARK



WORDMARK

PlanMD™

WIDE



STACKED







ROYAL
PMS 285C

CMYK (85,47,1,0)
RGB (120,120,189)
#0C78BD

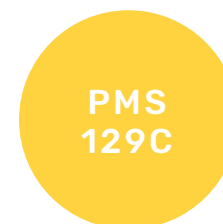


SHELL
PMS 285C

CMYK (2,2,4,0)
RGB (247,245,240)
#F7F5F0



ORANGE GRADIENT



**PMS
129C**

CMYK (0,16,85,0)
RGB (255,210,64)
#FFD240



**PMS
143C**

CMYK (0,48,91,0)
RGB (247,152,46)
#F7982E

