



SIRKIT

BRAND IDENTITY GUIDELINES

T: 1-780-758-5200
E: support@sirkit.ca
W: sirkit.ca

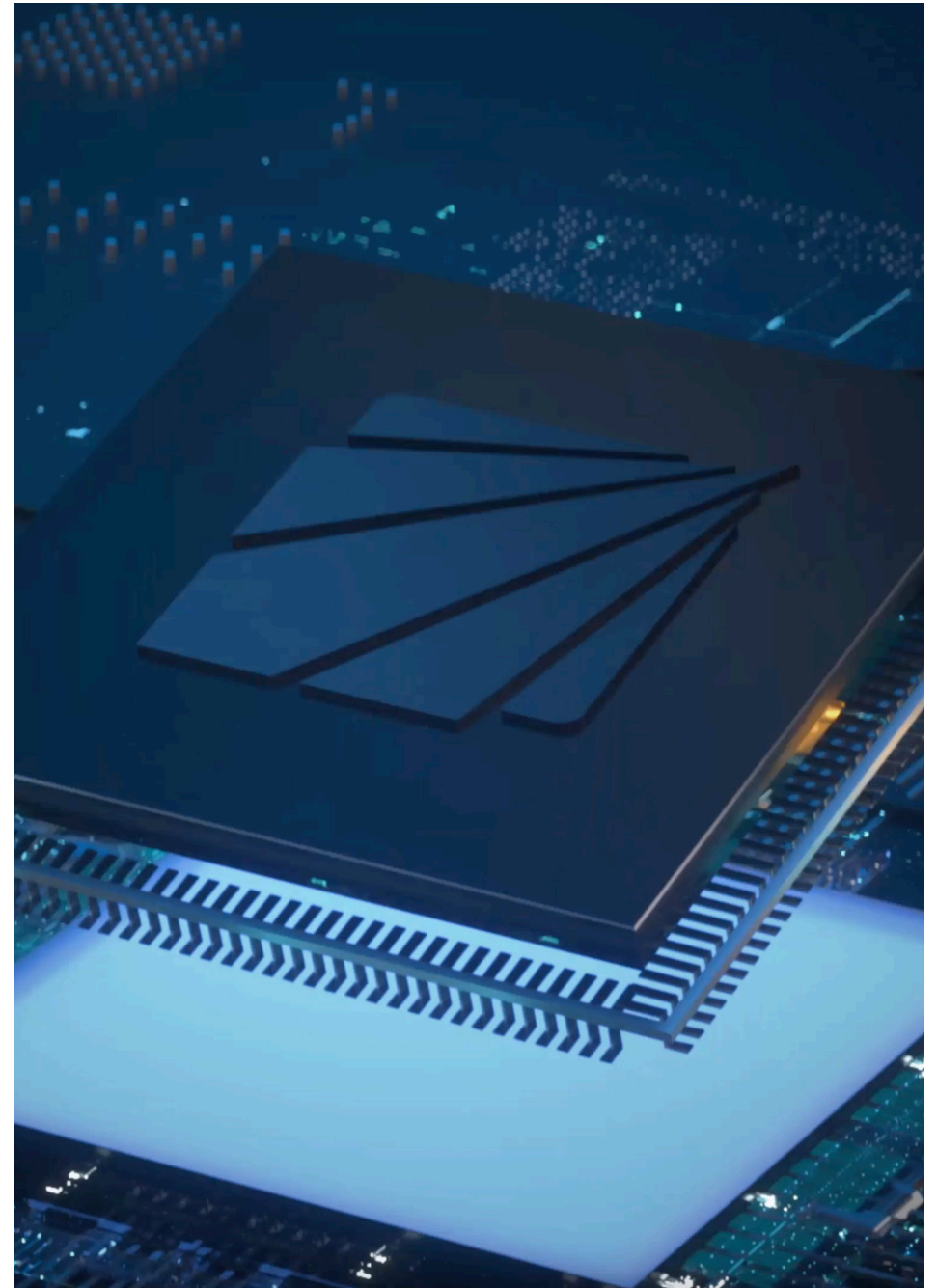
A: Unit 217, 236 91 Street
SW Edmonton, Alberta
T6X 1W8



This document contains the rules for the communication system.
Follow these rules strictly to maintain brand consistency.
This includes all of the elements you may need;
logos, typeface, colours, and more.

1.1 Brand Persona

- Confident
- Technical
- Intelligent
- Secure
- Modern
- Honest
- Successful
- Simplified



1.2 Tone of Voice

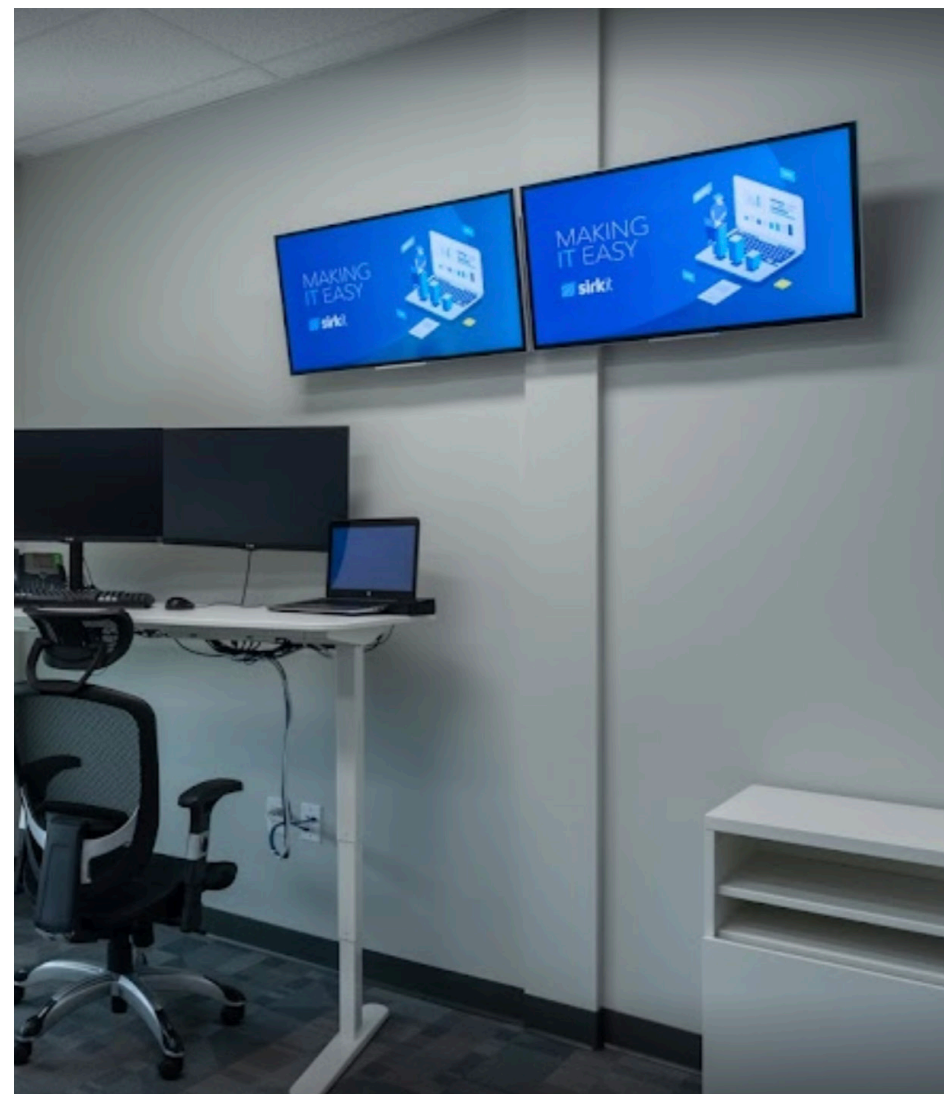
70%

SERIOUS

We want to appear approachable, but very serious about the nature of our work, and our customers systems.

MANAGED IT IS VERY IMPORTANT

Often the central core of a business, the IT aspects are very sensitive, having to be secure and in the hands of the absolute most professional service provider. For this reason, our tone of voice must shift from fun and comedic, to comprehensive and incredibly professional. Our fun side, will be apparent in marketing campaigns, but not the website, and front facing aspects of the brand.



1.3 Tone of Voice

30%

WONDERFUL BRAND CULTURE

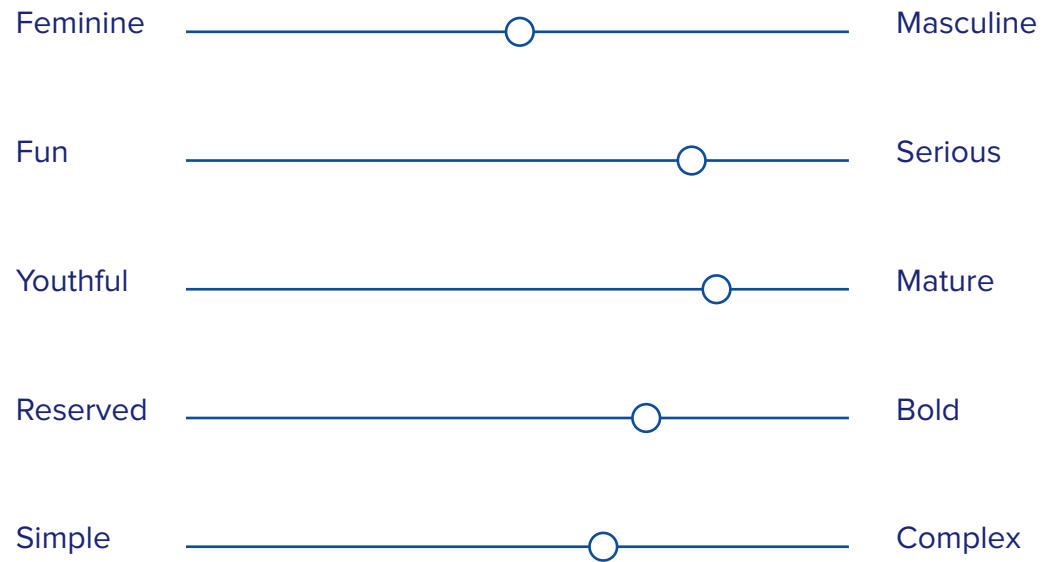
Mental health of our employees is a big focus for SIRKit. We want to appear as a fun place to work, that has perks, and will also a massive career boost, where talent can have their feet planted for many years.

IN SUMMARY

With a multi-focused tone of voice, centering on three ideals; SERIOUS, MANAGED IT IS VERY IMPORTANT and WONDERFUL BRAND CULTURE a unique personality will be shown in marketing campaigns.

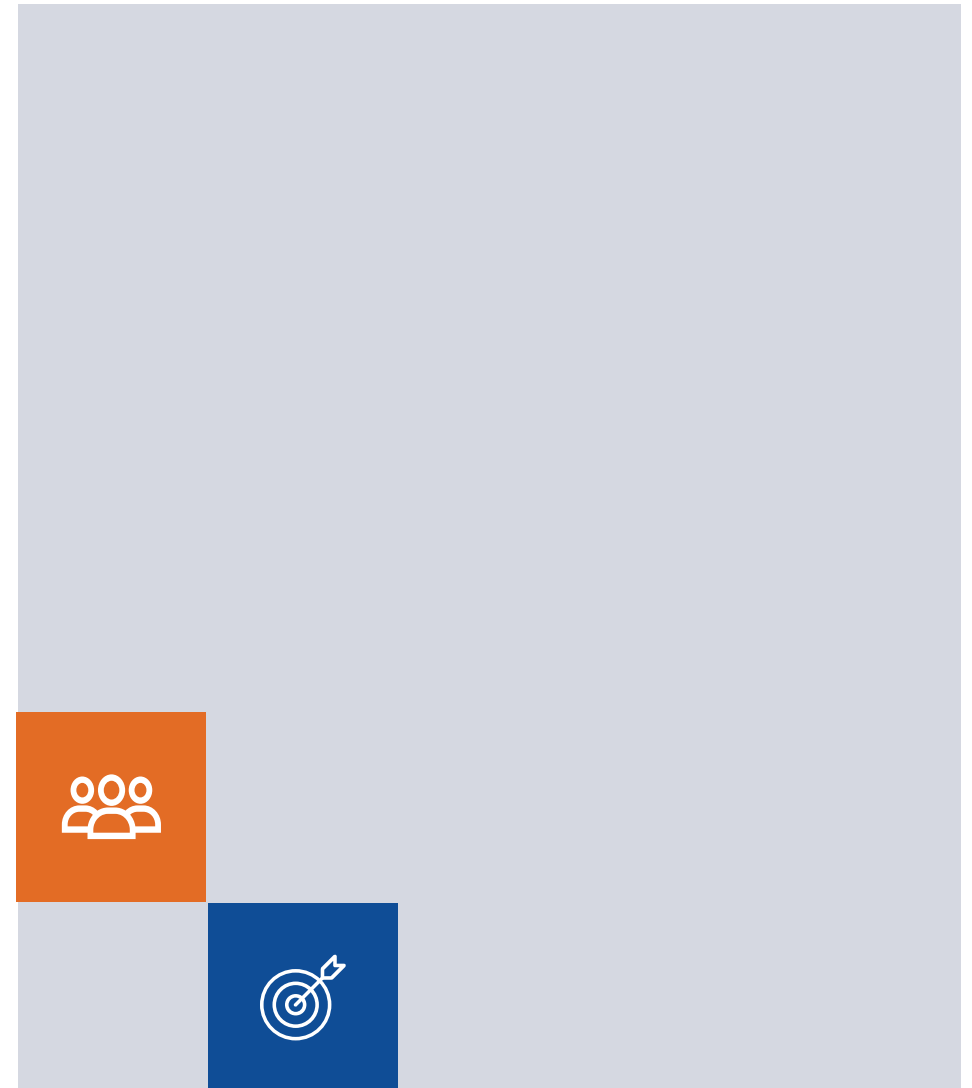


1.4 Attributes



1.4 Target Audience

- Medium Business
- Large Business
- Associations
- Government
- Healthcare
- Tech Companies
- 30 - 65+ Years Old



21 Mark Construction

The SIRKit brand mark is a skyward symbol representing a pathway to simpler and more effective business operations. By trusting managed IT to our company, a client gets peace of mind that all systems will be nominal. We convey a sense of calmness and trust, as represented with the sky blue colour myriad.

18 x



16 x

2.2 Logo Construction

The primary logo for sirkit is specially designed to have ample white space and spacing between the icon and the wordmark.

Proper visibility must be maintained at all times, hence the exact spacing maintained at all times.



2.3

Vertical Logo

A vertical version of the logo is necessary in certain usages.

A very careful sizing has been taken into consideration where the icon is not competing with the typeface.



2.4 Horizontal Logo

A horizontal version of the logo is necessary in most circumstances.

The logo consists of a symbol and a typeface. When the width is much greater than the height (form-strip), the logo of this design used.



2.5 Mono Color Logo

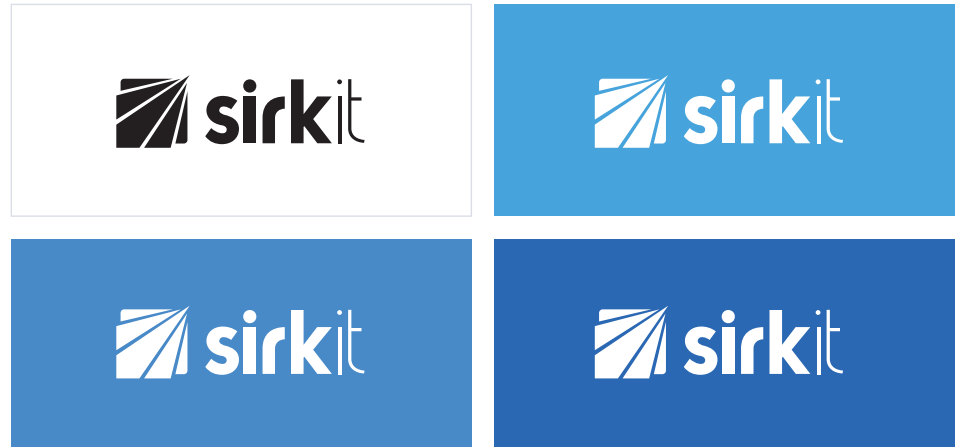
Sometimes, often due to production costs, only one color is available and so the Sirkit Logo must be reproduced using only one color. In this scenario, the logo, logotype, or wordmark must be used on a dark background or in a dark color type on a light background.

The logotype and/or symbol outline must be clearly distinguishable from the background color. You must honour the Sirkit Logo palette when possible, using black or white if necessary.



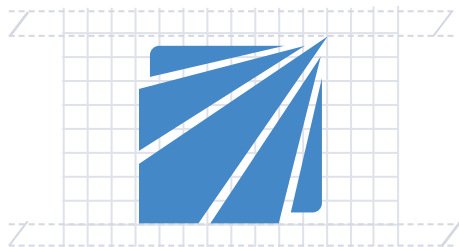
2.6 Background Logo

Sometimes often due to production costs, other color of options are not available and so the Sirkit Logo must be reproduced using other background colours.



2.7 Thumbnail Mark

Compressed mark used for small scale and where applicable.



2.8 Safe Zone

It's important to maintain proper spacing around the logo to avoid overcrowding. Also the use of whitespace keeps the brand feeling clean.



2.9 Mark Scaling

When Significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve the quality of the logo.

Bold Scaling



64px

Mediam Scaling



32px

Small Scaling



24px

Additional usage



18px

Minimum Scaling



16px

3.1 Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve the quality of the logo.



3.2 Correct Logo Usage

When Significantly reduced, the logo will become illegible. These are the pixel size units we recommend Staying within to preserve the quality of the logo



3.3 Incorrect Logo Usage

- Use only brand colour
- Do not distort logo
- Do not change the opacity
- Do not space out of the logo
- Do not add extra copy
- Do not place on an angle
- Do not add a stroke
- Do not add a replace font



4.1 Brand Colour

Skyward is a colour that is shade of blue. It is a mid-tone blue, that hovers between a name and a baby blue. The name comes from the aspirational blue sky that we all look up to on beautiful clear days.

HEX | 0093ff



4.2 Colour palette

The Sirkit colour palette is complimentary and specifically designed to foster trust, be approachable, appear security focused and be industry relevant.



CMYK 72 / 38 / 0 / 0
 RGB 71 / 137 / 200
 HEX 0093FF



CMYK 0 / 0 / 0 / 100
 RGB 0 / 0 / 0
 HEX 000000



CMYK 100 / 80 / 10 / 0
 RGB 30 / 66 / 37
 HEX E1428A



CMYK 60 / 0 / 0 / 0
 RGB 56 / 212 / 248
 HEX 38D5F9



CMYK 0 / 35 / 100 / 0
 RGB 246 / 177 / 32
 HEX FBB221



CMYK 8 / 70 / 100 / 0
 RGB 221 / 95 / 19
 HEX E24134



CMYK 70 / 0 / 40 / 0
 RGB 61 / 228 / 200
 HEX 3EE5C9

4.3 Colour palette

The Sirkit colour palette is complimentary and specifically designed to foster trust, be approachable, appear security focused and be industry relevant.



Dark blue

CMYK 100 / 80 / 10 / 0
RGB 30 / 66 / 37
HEX E1428A



Skyward Blue

CMYK 70 / 0 / 40 / 0
RGB 61 / 228 / 200
HEX 3EE5C9



Cyan

CMYK 60 / 0 / 0 / 0
RGB 56 / 212 / 248
HEX 38D5F9



Yellow

CMYK 0 / 35 / 100 / 0
RGB 246 / 177 / 32
HEX FBB221



Orange

CMYK 8 / 70 / 100 / 0
RGB 221 / 95 / 19
HEX DD5F13



Red

CMYK 5 / 100 / 0 / 0
RGB 218 / 23 / 132
HEX D63087

5.1 Typography

Typographic hierarchy system based on human interface guidelines. Aesthetic form while keeping text legibility, prioritize content and emphasize important information.

Aa

PROXIMA NOVA

Light
Regular
Semibold
Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz

1234567890!@#\$%^&*()_+

5.2 Typography

Typographic hierarchy system based on human interface guidelines. Aesthetic from while keeping text legibility, prioritize content and emphasize important information.

Aa

BODY COPY

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU-
VWXYZ

1234567890!@#%^&*()_+

Aa

SUBTITLE COPY

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU-
VWXYZ

1234567890!@#%^&*()_+

Aa

H2 WEB COPY

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU-
VWXYZ

1234567890!@#%^&*()_+

Aa

H1 WEB COPY

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU-
VWXYZ

1234567890!@#%^&*()_+

5.3 Typography Hierarchy

PERSONAL

INFO TAG | PROXIMA NOVA | SIZE 16 | SPACE 5

Aesthetic from while keeping text legibility, prioritize content and emphasize important information.

Home About Contact

INFO TAG | PROXIMA NOVA | SIZE 16

Learn more

SMALL | PROXIMA NOVA | SIZE 24

Learn more →

INFO TAG | PROXIMA NOVA | SIZE 16

Get Started

INFO TAG | PROXIMA NOVA | SIZE 12

5.4 Typography Hierarchy

Typographic hierarchy system based on human interface guidelines. Aesthetic from while keeping text legibility, prioritize content and emphasize important information.

Name

GREAT CRYPTER

Lead

Aesthetic from while keeping text legibility, prioritize content and emphasize important information.

Paragraph

Quo que et hariatur, quos sunt ut quam acit verum hario tem quatur aut autest esequunvenihitis nitasime non nobistiur

Button

Get Started

Link

Learn more

6.1 Business Card

Business cards are cards bearing business information about a company or individual. They are shared during formal introductions for convenience and memory aid.



THANK YOU

BRAND IDENTITY GUIDELINES

T: 1-780-758-5200

E: support@sirkit.ca

W: sirkit.ca

A: Unit 217, 236 91 Street

SW Edmonton, Alberta

T6X 1W8

