



SIGMA DESIGN STANDARDS 2018



ADMIN APP





Typography

Lato



Aa

Regular



Aa

Bold

Lato is a sans-serif font and thus is very readable on different screen sizes and resolutions. Lato is one of the most complete family fonts with various weights and few character sets, giving the font a lot of flexibility to be used in different areas from headlines to body copy. The letterforms display harmony and elegance and give a feeling of warmth thanks to the semi-rounded details, while the strong structure provides stability and seriousness. Works for both iOS and Android.



Typography

Admin app

Lato

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

H1 SCREEN HEADER

H2 Org name on home page

BODY This is the font size for all body text in app

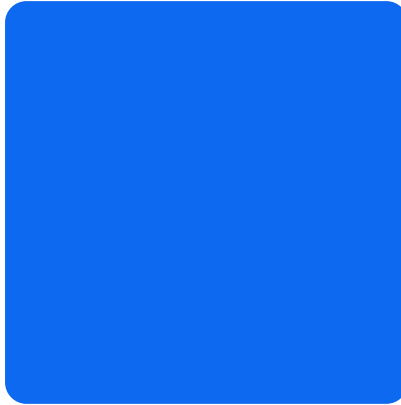
SMALL Dates and drop down text

XSMALL DEVIDERS



Colors

Primary Color



Hex#0E69F1
RGBA (14, 105, 241)

Gradient



Hex#20A2F9
Hex#0E69F1

Secondary Colors



Hex#45EA85
RGB (69, 234, 133)



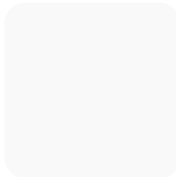
Hex#F0BD3E
RGB (240, 189, 62)



Hex#EC4762
RGB (236, 71, 98)



Hex#8655E6
RGB (134, 85, 230)



Hex#F9F9F9
RGB (249, 249, 249)



Hex#FFFFFF
RGB (255, 255, 255)

Grays



Hex#45EA85
RGB (69, 234, 133)



Hex#F0BD3E
RGB (240, 189, 62)



Hex#EC4762
RGB (236, 71, 98)



USER APP





Typography

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Typography

Admin app

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A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

H1 **SCREEN HEADER**

H2 **Org name on home page**

BODY This is the font size for all body text in app

SMALL Dates and drop down text

XSMALL **DEVIDERS**



Colors

Primary Color



Hex#FA8050
RGBA (250, 128, 80, 100)

Gradient



Hex#FFC86E
Hex#FA8050

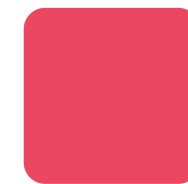
Secondary Colors



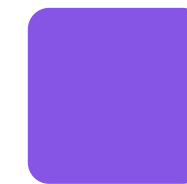
Hex#A7E931
RGB (167, 233, 49)



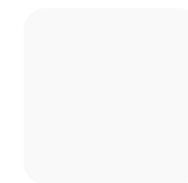
Hex#20A2F9
RGB (32, 162, 249)



Hex#EC4762
RGB (236, 71, 98)



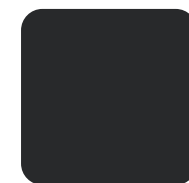
Hex#8655E6
RGB (134, 85, 230)



Hex#F9F9F9
RGB (249, 249, 249)

Hex#FFFFFF
RGB (255, 255, 255)

Grays



Hex#45EA85
RGB (69, 234, 133)



Hex#F0BD3E
RGB (240, 189, 62)



Hex#EC4762
RGB (236, 71, 98)



ADMIN DASHBOARD



Colors

Primary Gradient



 Hex #0E69F1

 Hex #20A2F9

Admin Dashboard Palette

 Hex #405973 - Masthead

 Hex #5E84AA - Merit and Edge Blue

 Hex #447BB1- Link Blue

 Hex #8094AC - Dashboard Blue

 Hex #405973 - Box Counters

 Hex #EBF2F6 - BG Blue

 Hex #447BB1- Black

 Hex #55585B - Dark Grey

 Hex #B2B7BC - Grey

 Hex #D8DDE2- Light Grey

 Hex #405973 - White

 Hex #5E84AA - BG Forms

 Hex #606194- Purple

 Hex #D95A56 - Red

 Hex #DC8A53 - Orange

 Hex #6BAB7C - Green



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O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



SIGMA LOGO USE GUIDELINES



Do's

- ✓ Do hold down the shift key when resizing the Sigma logo in any form to keep the aspect ratio from distorting.
- ✓ Do make sure the slash in the emblem of our logo and the dot are always 50% of whatever the primary color is. Example: If you use our blue, color all elements in blue and turn the opacity down to 50% for the slash and dot to achieve a halftone.

Dont's

- ✗ Don't disconnect the Sigma emblem from the Sigma lettering, unless given prior permission. The Sigma emblem can be shown by itself but we prefer Sig.ma not be shown alone.
- ✗ Don't use our likeness or color schemes without our permission for events, prints, or other applications without first seeking our consent. We've provided graphical .pngs to accompany most use of our logo. If you need further help, please contact help@sig.ma.



Stacked Sigma Logo



The stacked Sigma logo is primarily used in slide deck presentations, stickers, business cards, and other media.



Horizontal Sigma Logo



The horizontal Sigma is used on wind flags, banners, and marketing collateral, where the stacked logo can't fit.



Sigma Emblem



This emblem has been used on everything from Mugs to T-shirts. It's for those times when you want to have the Sigma brand represented but you want to be subtle about it.