

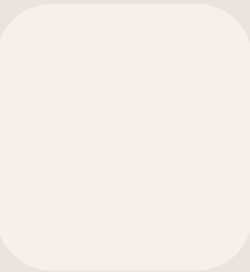
## Brand Fonts

Sygma currently uses **Neue Montreal** for its logos and social media visual systems. The wordmark is set in Medium font weight.


Neue Montreal    Neue Montreal

## Brand Colors

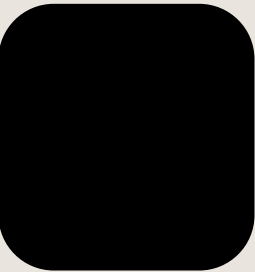
Sygma currently uses three primary colors as its brand palette.



Light Gray  
#F5F0E9



Primary  
#FF743D



Black  
#000000

An extended monochrome palette is currently used in graphic design and illustration.



#E9E4DD



#FFBCA2



#FE5614



#F24400

## Sygma Brand Guidelines

Use the Sygma square logo in instances that demand square graphics (i.e, social media profiles).

The **Orange on Grey Square Logo** is the primary logo.  
The **Orange on Black Square Logo** is the secondary logo.

The **Black and White Square Logo** can be used when there is a background that would make the logo hard to see.



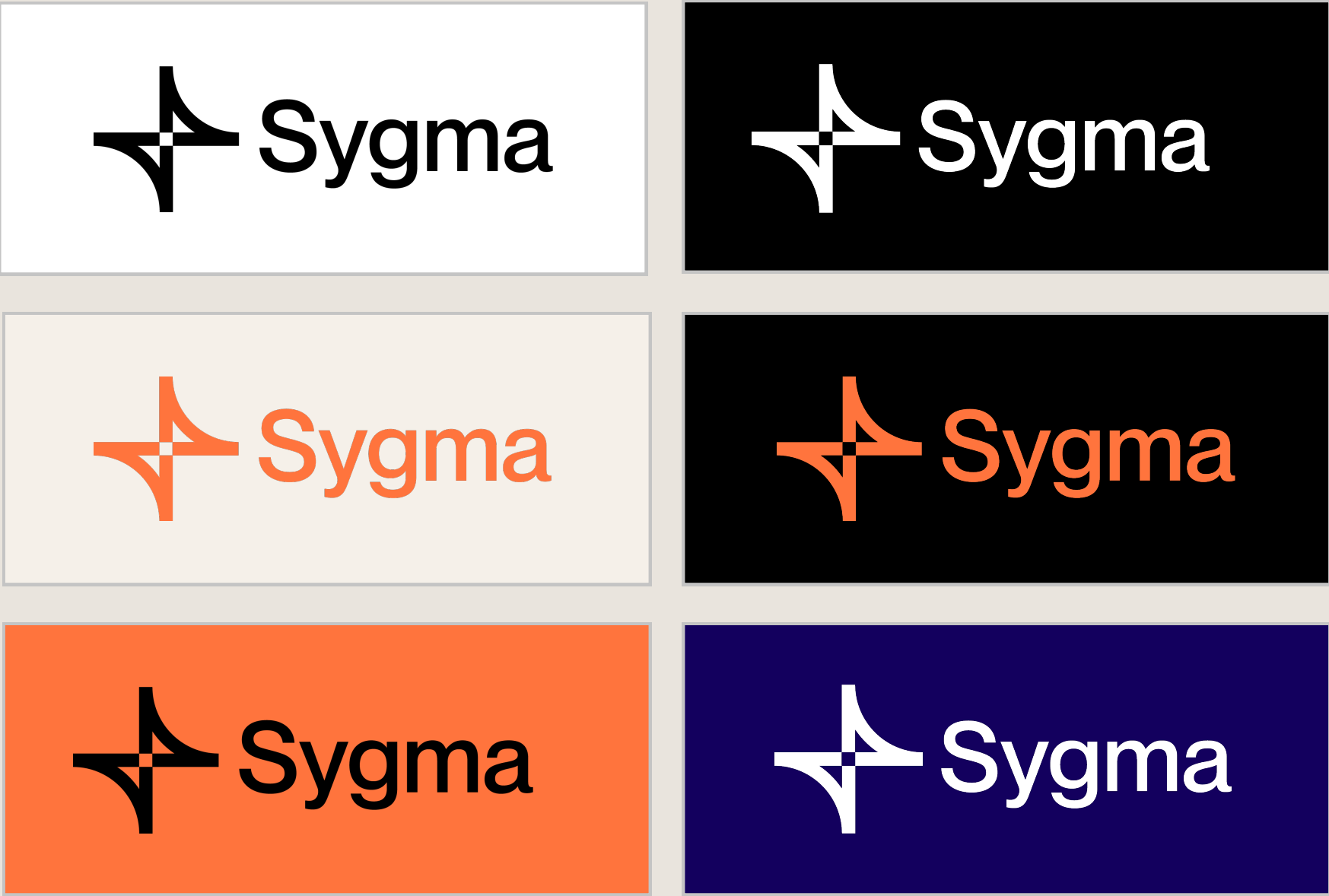
Use the Sygma full logo in instances that contain enough negative space for it.

When using the logo with transparent background, please use the **Black or White Full Logo**. (Row 1, Figures 1 and 2).

When using the logo with its solid background attached, the primary logo is the **Sygma Orange Full Logo on Grey Background**. (Row 2, Figure 3).

When using the logo with its solid background attached, the secondary logo is the **Sygma Orange Full Logo on Black Background**. (Row 2, Figure 4).

When using the black and white logo on colored backgrounds, please check that there is enough contrast to maintain legibility.



## Adequate Spacing

When using the logo, it is important to resist crowding. The graphic on the right provides a suggestion for minimum adequate spacing.

