

SIGMA[®]

BRAND STANDARDS

OLD SIGMA LOGO - RETIRED



SIGMA LOGO



PMS MAGENTA
CMYK: C0 M100 Y0 K0
RGB: R236 G0 B140
WEB: #EC008C



BLACK
CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
WEB: #000000



GRAY
CMYK: C0 M0 Y0 K80
RGB: R88 G89 B91
WEB: #58595B



WHITE
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
WEB: #FFFFFF



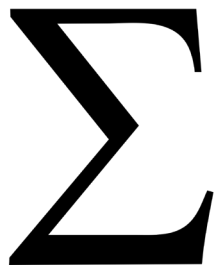
INVERSE SIGMA LOGO


RETIRED FEBRUARY 2018

DO NOT USE

LOGO CONCEPT

- Modern
 - Sleek
 - Simple, yet stylized
 - Incorporates the sigma symbol
-



sig·ma
/'sɪgmə/ 

The capital Greek letter Sigma is a mathematical symbol that stands for 'sum' or 'addition of several variables'.

"With our background in science and engineering, we wanted a name that would summarize the core values of the company we created, the things that set us apart. Quality + Function + Innovation = Sigma Beauty."

- Simone Xavier

SIGMA®

PRIMARY WORDMARK

SIGMA®

STANDARD

SIGMA®

REVERSE

SYMBOL



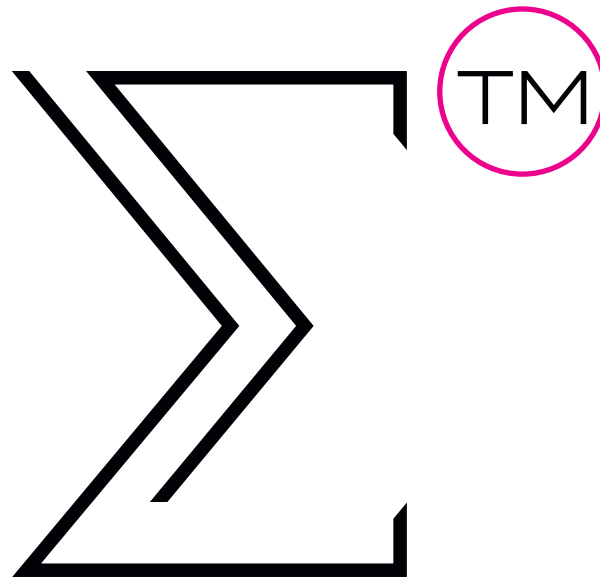
STANDARD



REVERSE

S I G M M A 

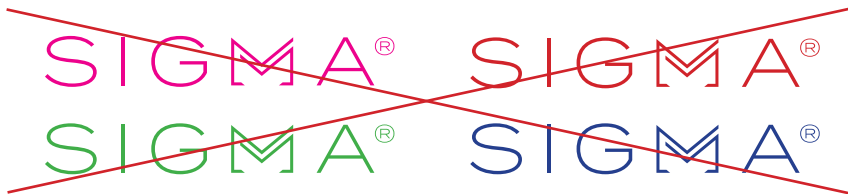
The word Sigma[®] uses the Registered Trademark symbol.
The symbol, when used alone, currently uses the “Trademark” or TM symbol.



Use the logo in conjunction with the website URL whenever possible



Do not change the color of the logo
(exception for foil, etc. on packaging)



Do not stretch or alter the logo





STANDARD

Can be used in black or white

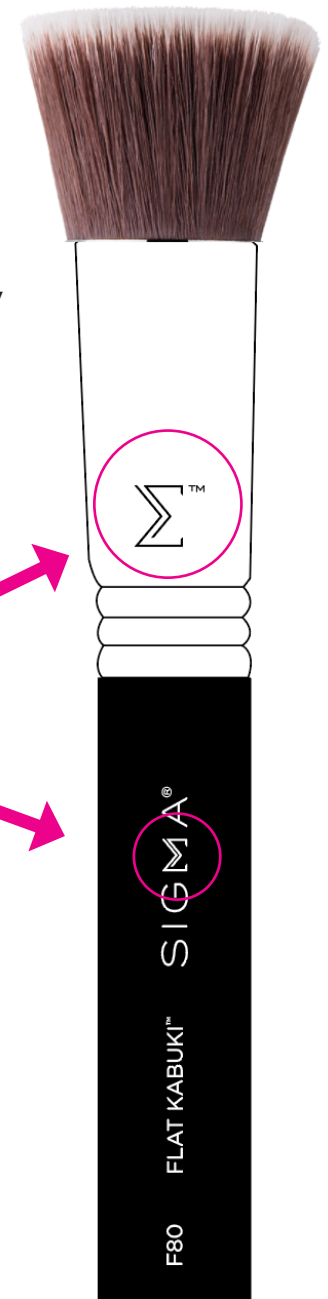
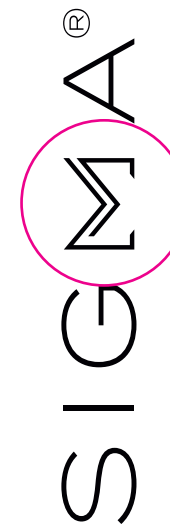
Should never be used completely alone - it should always be near (on the same page, container, package, etc.) as the full SIGMA[®] logo

Can be used in pre-approved, official Sigma patterns



REVERSE

If the symbol is turned sideways it must always face this direction so that the Sigma symbol is accurately represented



F80

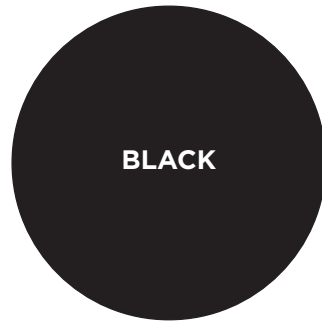
FLAT KABUKI™

SIGMA[®]

COLOR PALETTE

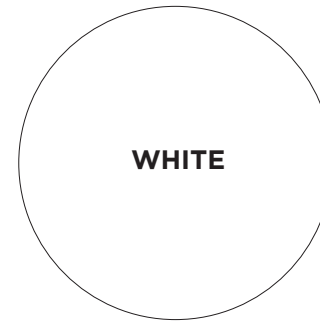


PRIMARY



BLACK

PANTONE BLACK C
CMYK (rich black): 40, 40, 20, 100
RGB: 0, 0, 0
Hex #000000



WHITE

WHITE
CMYK: 0,0,0,0
RGB: 255, 255, 255
Hex #FFFFFF

SECONDARY

Pink should only be used in very small doses as an accent color or conversion color (for example on CTAs)



MAGENTA

PANTONE MAGENTA C
CMYK: 0, 100, 0, 0
RGB: 236, 0, 139
Hex #EC008B



**HOLOGRAPHIC
FOIL**

TERTIARY

Holographic silver foil is an accent that is frequently used on Sigma packaging, displays, and marketing materials

TYPEFACE | GOTHAM

| | |
|--------------|-----------------------------------|
| THIN | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| LIGHT | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| BOOK | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| MEDIUM | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| BOLD | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| BLACK | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| ULTRA | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

| | |
|--------------|----------------------------------|
| thin | abcdefghijklmnopqrstuvwxy |
| light | abcdefghijklmnopqrstuvwxy |
| book | abcdefghijklmnopqrstuvwxy |
| medium | abcdefghijklmnopqrstuvwxy |
| bold | abcdefghijklmnopqrstuvwxy |
| black | abcdefghijklmnopqrstuvwxy |
| ultra | abcdefghijklmnopqrstuvwxy |

HEADLINES THAT CAPTIVATE

SUPPORTING HEADLINES ADD
HEIRARCHY + EMPHASIS

Seconday Subheader

Paragraph text. Paragraph text. Paragraph text.
Paragraph text. Paragraph text. Paragraph text.
Paragraph text. Paragraph text. Paragraph text.
Paragraph text. Paragraph text. Paragraph text.
Paragraph text.