

BRAND & STYLE GUIDE



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OUR COMPANY

OVERVIEW

Founded in 2006, Sierra Experts is an Information Technology services provider headquartered in Pittsburgh, Pennsylvania.

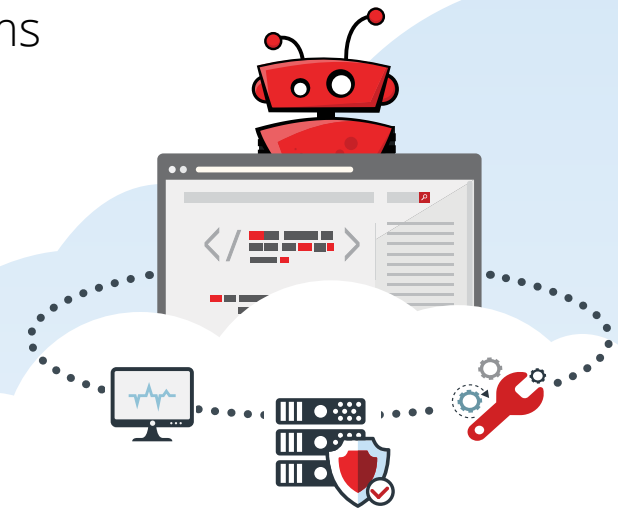
MISSION

We deliver reliable and cost-effective IT solutions that meet the needs of our customers.

OUR SERVICES

Sierra specializes in:

- ✓ Remote Monitoring & Management of Computing Systems
- ✓ Cloud/Virtual Systems Hosting
- ✓ Physical Server Hosting
- ✓ Website Design, Management, and Hosting
- ✓ Graphic Design
- ✓ Custom Software Development
- ✓ VoIP/SIP PBX Trunks
- ✓ Hardware/Software Reselling



The branding for Sierra Experts should communicate visually the essence of our company.

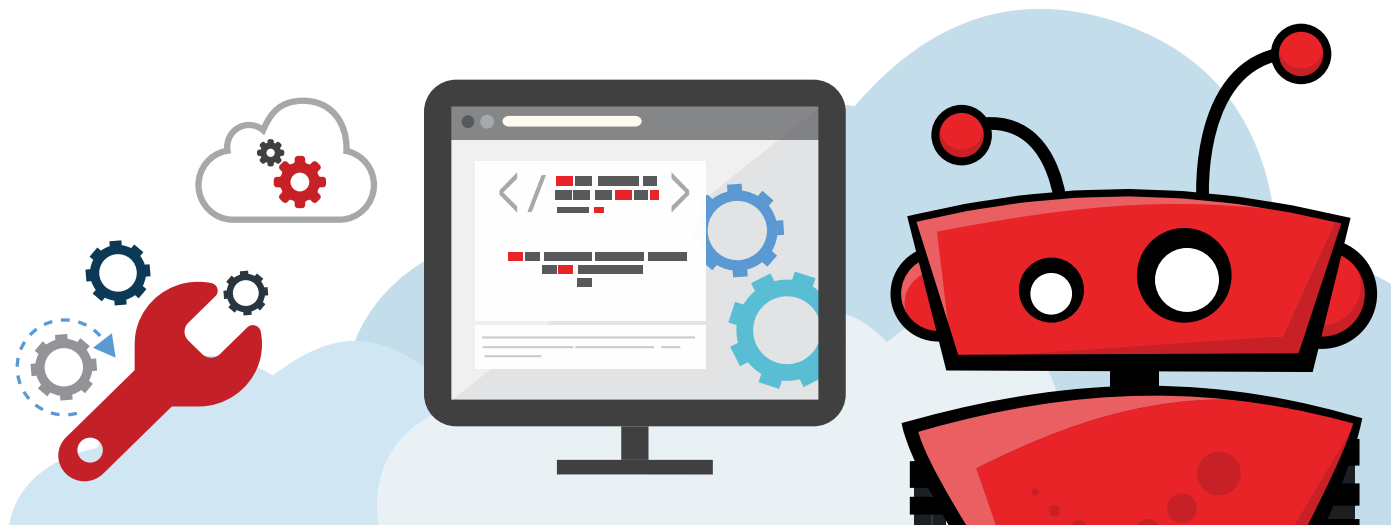
OUR BRAND COMMUNICATES THE FOLLOWING

SIMPLICITY OF PURPOSE

What Sierra does for its customer is simply stated by our brand. We do what our tagline says.

EXCITEMENT

Our brand is an exciting one. Working at Sierra is exciting. We want our customers and prospects to sense this when choosing to do business with us.



THE LOGO

VERTICAL LOGO

When space and the application allows, the vertical color logo with the tagline should be used. If there is not enough room for the logo with the tagline to appear with a minimum width of 1", the logo without the tagline should be used. The logo should appear at a width smaller than 1" only if the application creates such restrictions, such as a pen (proper usage depicted in Figure 4).



Vertical logo with tagline

Vertical logo without tagline

Minimum width that the vertical logo with the tagline can appear

The vertical logo when a width of less than 1" is necessary

THE LOGO

HORIZONTAL LOGO

When space available is proportionally wider than the space is tall, the horizontal logo should be used. The tagline may or may not be included at the designers discretion.

FIGURE 1



Horizontal logo with tagline

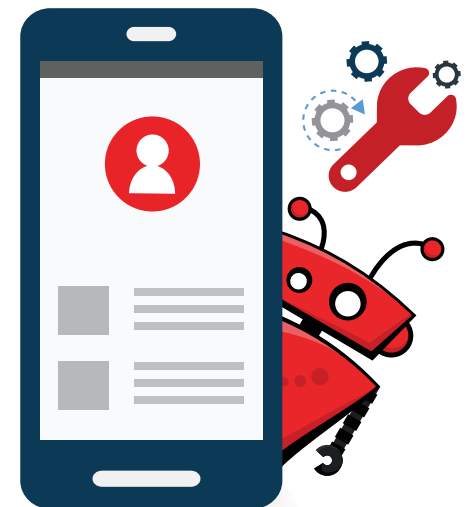
FIGURE 2



Horizontal logo without tagline

LOGO POSITIONING

The Sierra logo should always be placed with white space around it that is, at a minimum, the size of the largest circle in the Sierra swoosh. When measuring this distance, measure the left distance off of the letter 's' instead of the swoosh, as illustrated below. Measuring off of the letter 's' must also be done when centering the logo, or else it will optically appear unbalanced.



TYPOGRAPHY

The Sierra Logo uses the font Hoefler Text for the word 'Sierra, Open Sans Light Italic for the Experts, and Open Sans Regular for the tagline. These fonts should not be used for other content.

Hoefler Text: sierra

Open Sans Light Italic: experts

Open Sans Regular: We do IT differently.

Sierra marketing materials use the font family Open Sans and all of its variants, such as those listed below. Open Sans variants should be used freely in combination with the colors on the next page to create dynamic text with a clear hierarchy.

Open Sans Extra Bold- Main Heading

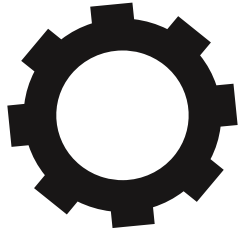
Open Sans Bold- Main and Sub Headings

Open Sans Regular - Body Text

Open Sans Semibold Italic- Accent Text

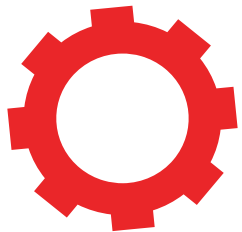
Open Sans Light - Accent Text

COLORS

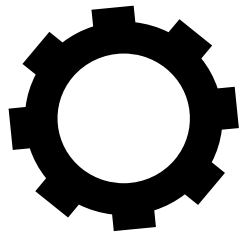


sierra/tagline
#181616

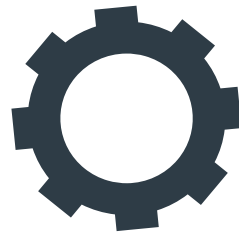
The logo can often be seen in full color, 1 color, or inversed white (on a dark background).



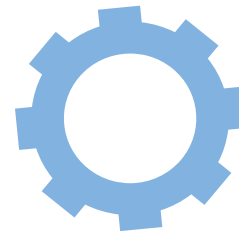
#EB2026



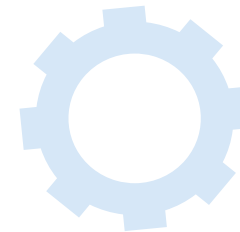
#000000



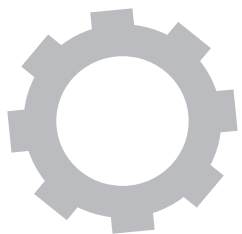
#2E3C46



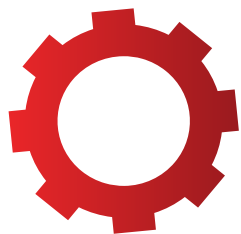
#82B3E0



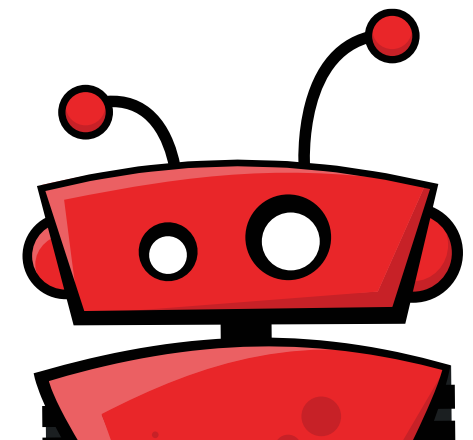
#D6E7F7

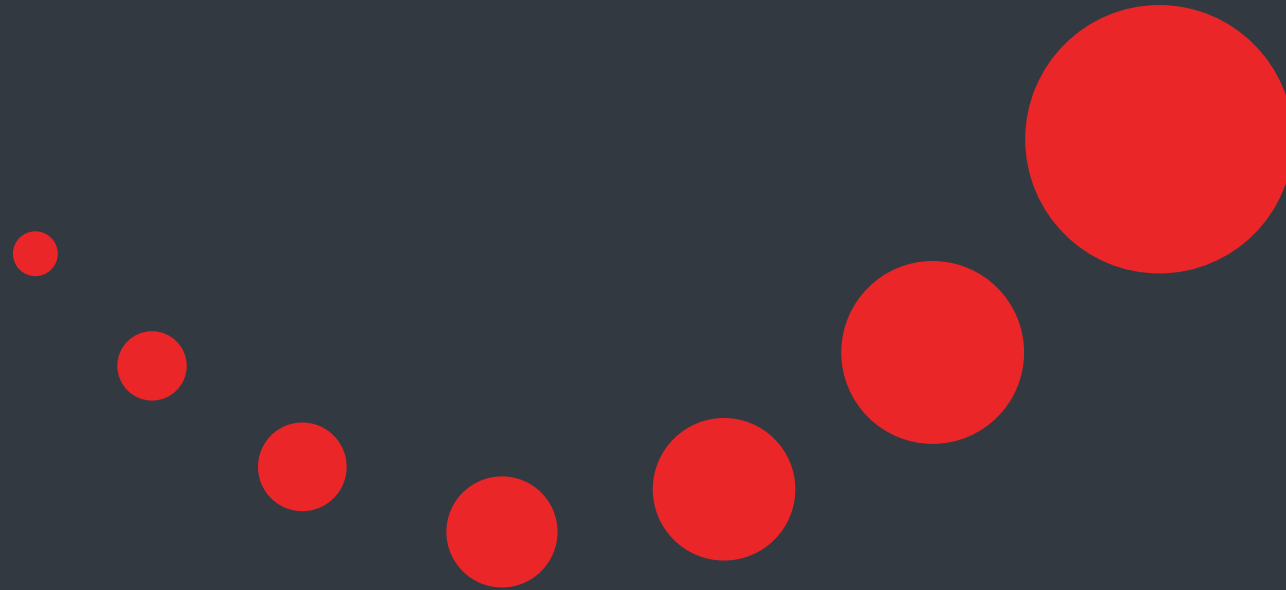


#BBBCBF



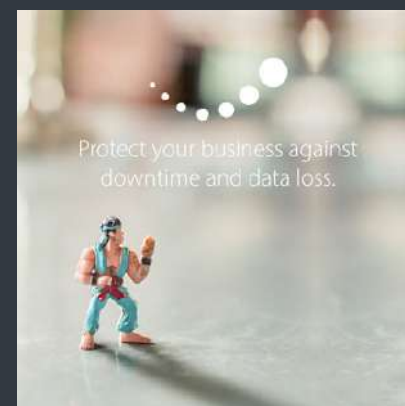
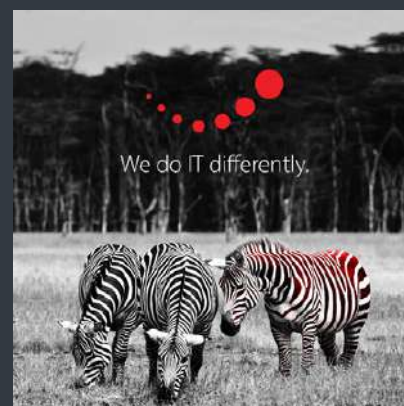
#EB2026
#991A1E





THE SIERRA SWOOSH

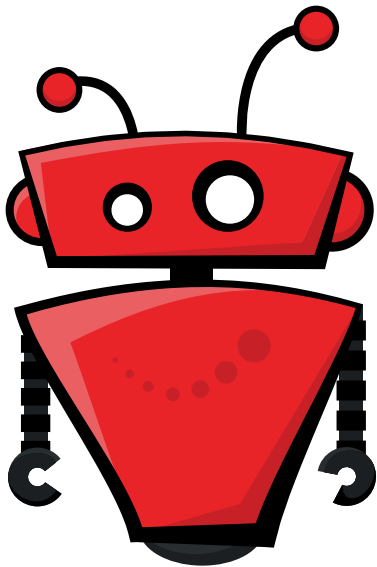
The Sierra Swoosh is often used as an accent on graphics at varying degrees of opacity. The color of the Swoosh can be one of Sierra's brand colors or pulled from the graphic's colors. The swoosh can bleed off the edge of the piece.



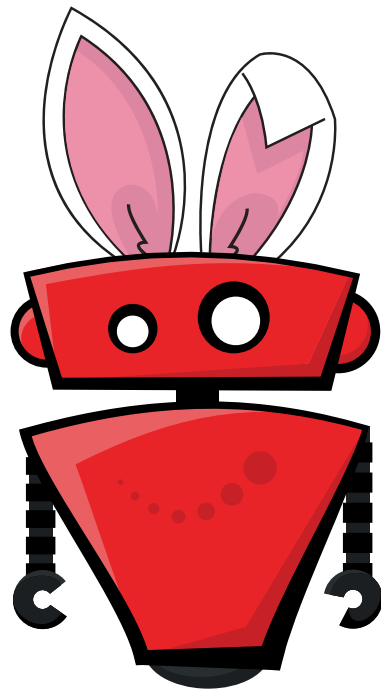
OUR MASCOT

xBert

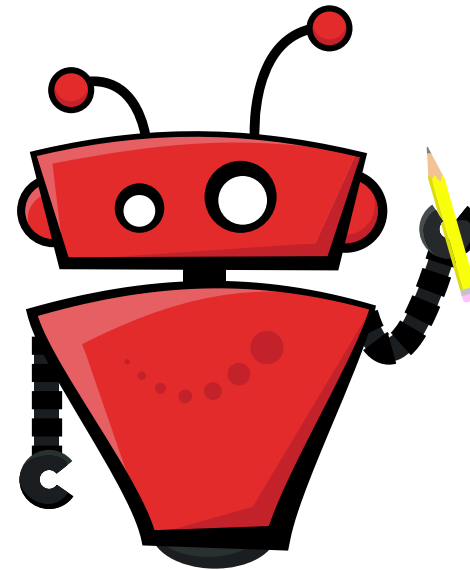
xBert is Sierra's company mascot, and should be present in marketing and promotional materials whenever possible. xBert can be presented in a variety of ways, such as waving, holding items, cropped at the shoulders or wearing themed clothing.



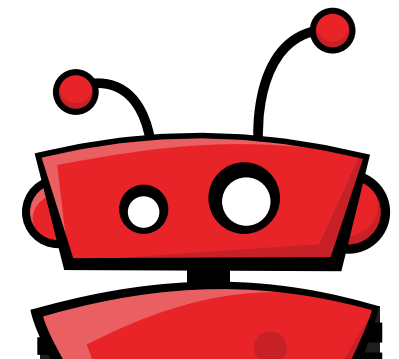
xBert standard



xBert wearing
themed clothing



xBert
holding items



xBert cropped

IMAGERY

VECTOR ILLUSTRATIONS



FLAT ICONS



STOCK PHOTOGRAPHY



The logo consists of a series of seven white circles of increasing size, arranged in a diagonal line from the top-left towards the bottom-right.

Sierra[®] *experts*

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