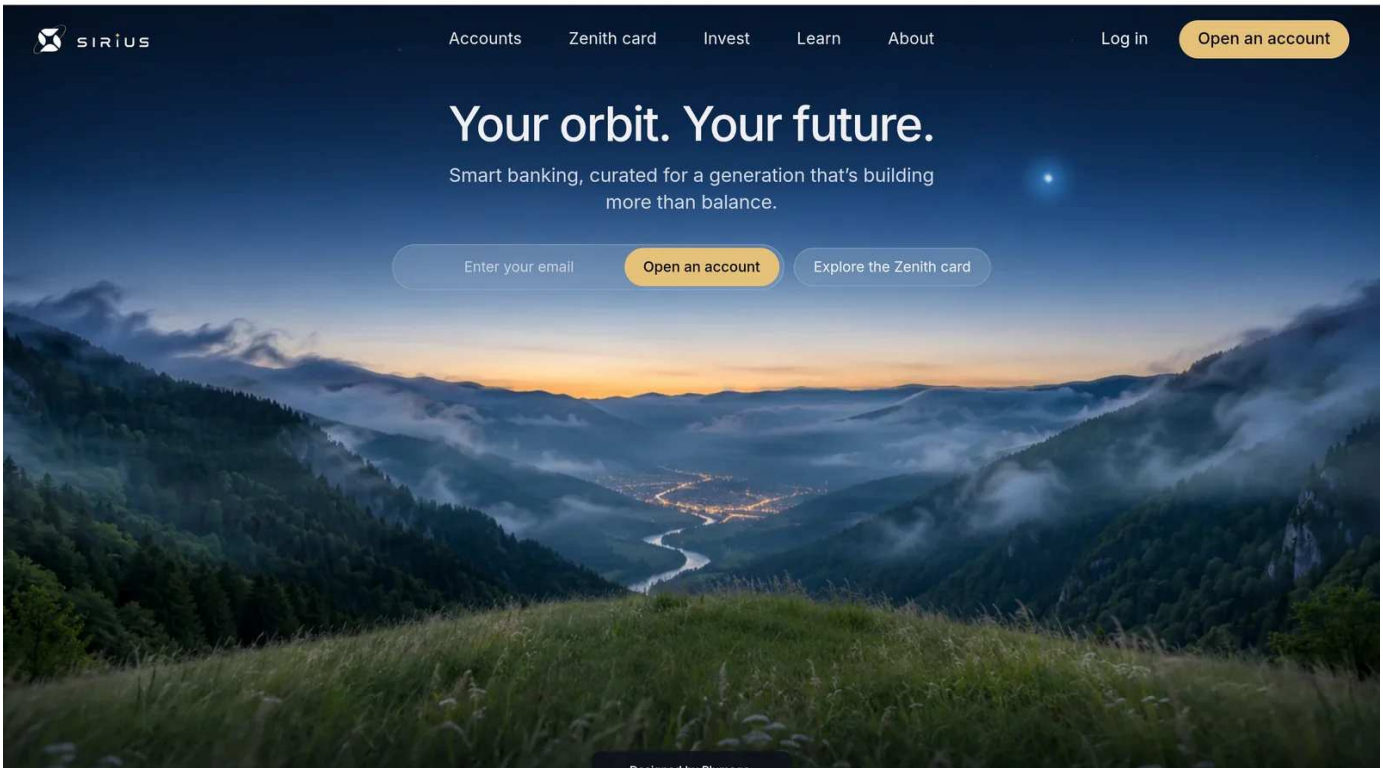
Sirius Guidelines.

A bank that feels like a fixed point on a dark night, with Zenith, its metal card.

Introduction



The home page's first screen, Blue hour: a valley at dusk with one bright star, the calm the bank should feel like.

Sirius is a bank for a generation that is building more than a balance: one calm app for an account, savings and a card. Zenith is the name of its metal card. The bank, the logo and the app always say plain "Sirius"; ZENITH appears only on the card and wherever the card is shown.

The mark and the wordmark are the founder's. The mark is four leaf shapes turned around an X, crossed by one gold orbit; the wordmark sets SIRIUS in open capitals with a star over the i. Plumage redrew both flat for print and screen, added a small cut that holds at 16 px, and kept the founder's glowing render for heroes and imagery only.

Sirius is the brightest star in the night sky, the one people steered by. The bank should feel like that: a fixed point on a dark night. Night grounds, white forms and one gold light, said in calm, exact words; never space opera, crypto glitter or "next-gen" hype.

At a glance

LOGO

SIRIUS

COLOURS

- Night #07090D
- Slate #151A22
- Stellar White #FFFFFF

TYPE

Aa Sora

Aa Inter

LINE

Your orbit. Your future.

BRAND KIT

48 files · 1.2 MB

Download the zip

Wordmark scale

64 px 

52 px 

40 px 

32 px 

24 px 

18 px 

16 px 

The mark comes first and SIRIUS follows it, in the founder's proportions. Use the lockup wherever there is room; the mark with its orbit where it stands alone and large; the small cut, with no orbit, for the app icon, the favicon and anything under 48 px. The star over the i is the wordmark's only gold. Never add glow, metal or gradients to the logo files, never rotate the mark (the X must stay an X), and never retype the wordmark in Sora.

Signature



White on Night is the signature: the app, the website, the card and the city at night. The star stays Luxe Gold.



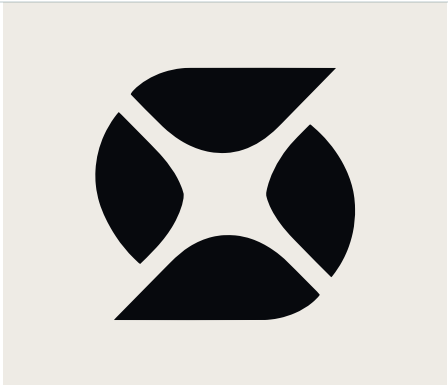
Night on Pearl for statements, letters and light mode. The star turns Gold Deep, the gold that reads on light grounds.

Three cuts



Mark with orbit

The founder's X of four leaves, crossed by the gold orbit. For large single uses: the card, the welcome box, a sign.



Small cut

No orbit, the X's channels about 1.5 times wider. App icons, favicons and anything under 48 px.



Zenith

The card's name, in Luxe Gold on the black metal card only. It never sits beside the Sirius logo as one name.

Small sizes



Lockup, 120 px wide



Mark with orbit, 48 px



Small cut, 32 px



Small cut, 16 px

Logo on your background



Please don’t



Don’t add glow, metal or lens flares to the logo. The founder’s glowing render is for heroes and imagery only.



Don’t rotate the mark. The X must stay an X.



Don’t stretch or squash the lockup.



Don’t recolour it. White, Night or Pearl; gold only for the star and the orbit.



Don’t set it on a mid-grey that swallows it. Check the ground with the tool above.



Don’t fade it. One solid colour, like a star on a clear night.

Core palette

Night

HEX #07090D

RGB 7, 9, 13

CMYK 46, 31, 0, 95

Slate

HEX #151A22

RGB 21, 26, 34

CMYK 38, 24, 0, 87

Stellar White

HEX #FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

Pearl

HEX #EEEBE5

RGB 238, 235, 229

CMYK 0, 1, 4, 7

Luxe Gold

HEX #E6C17A

RGB 230, 193, 122

CMYK 0, 16, 47, 10

Arctic Blue

HEX #8CCBF5

RGB 140, 203, 245

CMYK 43, 17, 0, 4

Gold Deep

HEX #9C7631

RGB 156, 118, 49

CMYK 0, 24, 69, 39

Mist

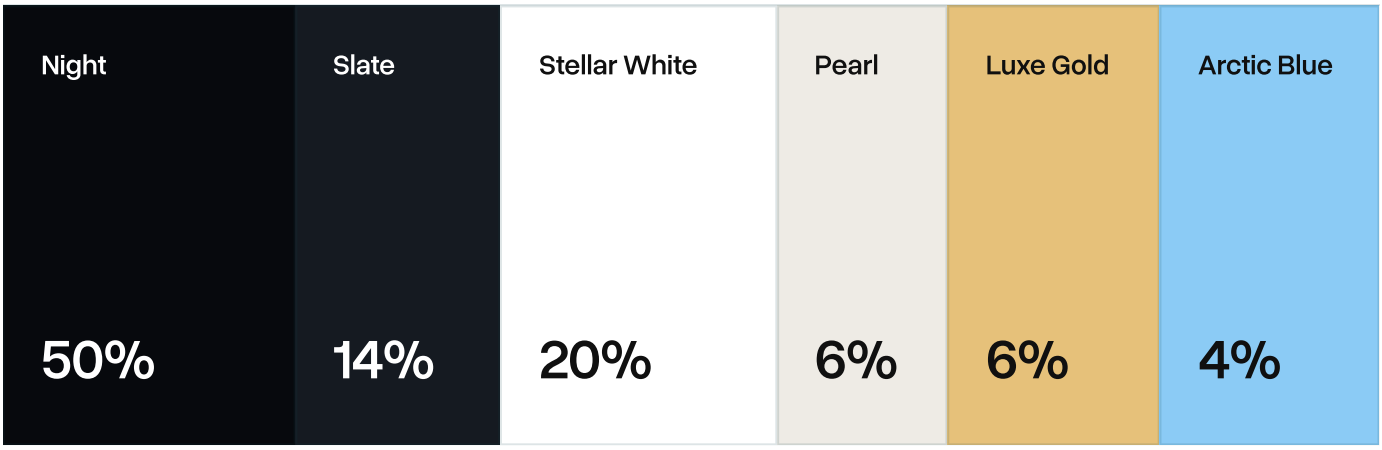
HEX #9AA3AE

RGB 154, 163, 174

CMYK 11, 6, 0, 32

Night carries the brand, as the sky carries the star. White sets the forms and the words; Luxe Gold is the one warm light, kept for the star, the orbit, the primary action and the Zenith card. Pearl is the bank's paper. Arctic Blue is for data, Mist for quiet text. The founder's board had three near-identical blacks; they became Night and Slate. Its Arctic Blue hex (#7D03FF, a purple) was a typo, corrected to the swatch's real value. CMYK is a plain device conversion; proof the gold against a printed swatch.

Color proportions



Night and Slate cover most of every surface, White carries the words, and Luxe Gold appears once.

Readable combinations

Aa	Stellar White on Night	19.9:1	AAA
Aa	Stellar White on Slate	17.4:1	AAA
Aa	Luxe Gold on Night	11.6:1	AAA
Aa	Night on Luxe Gold	11.6:1	AAA
Aa	Arctic Blue on Night	11.3:1	AAA
Aa	Mist on Night	7.8:1	AAA
Aa	Night on Pearl	16.7:1	AAA
Aa	Gold Deep on Pearl	3.4:1	AA Large
Aa	Luxe Gold on Stellar White	1.7:1	Fail

Gold Deep on Pearl is for rules, the star and large type only. Luxe Gold on white never carries anything. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Sora: Your orbit. Your future.

Headlines, kept from the founder's board: semibold 600, display 72 px on 76, H1 48 on 52, H2 32 on 38. Geometric and open like the wordmark, without copying it. By Jonathan Barnbrook and Julián Moncada, SIL Open Font License 1.1, on Google Fonts; variable WOFF2 about 45 KB (Latin). This preview doesn't load it yet, so the line above falls back to your system's face.

Inter: Sent. It arrives today.

Text, interface and figures, kept from the founder's board: body 18 on 28, at most 64 characters a line; balances in semibold tabular figures, 40 on 44. By Rasmus Andersson, SIL Open Font License 1.1; variable WOFF2 about 110 KB (Latin). This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Sora · 600 · 75.8px · 4.735rem

Your orbit.

HEADING 1

Sora · 600 · 56.8px · 3.552rem

Your orbit. Your future.

HEADING 2

Sora · 600 · 32px · 1.999rem

One calm app for your account, your Zenith card and your savings.

HEADING 3

Sora · 600 · 24px · 1.5rem

Zenith card · Black metal

BODY

Sora · 600 · 18px · 1.125rem

Smart banking, curated for a generation that’s building more than balance.

CAPTION

Sora · 600 · 13.5px · 0.844rem

Sirius · Account and Zenith card

Tone of voice

Sirius speaks like a calm private banker who explains everything in plain words: exact, warm and brief.

It tells people what happened, what it costs and what they can do next, in that order. Money is never a game and never an emergency.

A fixed point on a dark night

People open a bank app when something matters: a payment, a bill, a worry. Sirius answers first, calmly, and keeps the sky for the pictures.

SIGNATURE

Your orbit. Your future.

INTRODUCTION

Smart banking, curated for a generation that’s building more than balance.

BRAND STATEMENT

One calm app for your account, your Zenith card and your savings.

ZENITH

Zenith is our metal card. Its fee is shown before you apply.

TRUST

We’ll never ask for your PIN.

CALL TO ACTION

Open an account

Exact before exciting

Say what happened and when. Numbers and times beat adjectives.

SAY	AVOID
Sent. It arrives today.	Your transaction has been successfully processed!
Zenith is our metal card. Its fee is shown before you apply.	Next-gen finance. Limitless future.

Calm, never hype

No exclamation marks about money, no “Oops”. Problems come with the fix.

SAY	AVOID
Your card is frozen. Unfreeze it any time in Cards.	Oops! Something went wrong with your card.

Your money, your call

Explain, then let people decide. Security is shown in what the bank won’t do.

SAY	AVOID
We’ll never ask for your PIN.	Your security is our top priority.

City billboard



The tagline and the mark with its orbit, printed large on Night and lit from below at blue hour. The city stays real; the only star is the brand's.

Metro light box



One mark, one line, Night everywhere else. Zenith is named as the card, never as part of the bank's name.

Welcome box



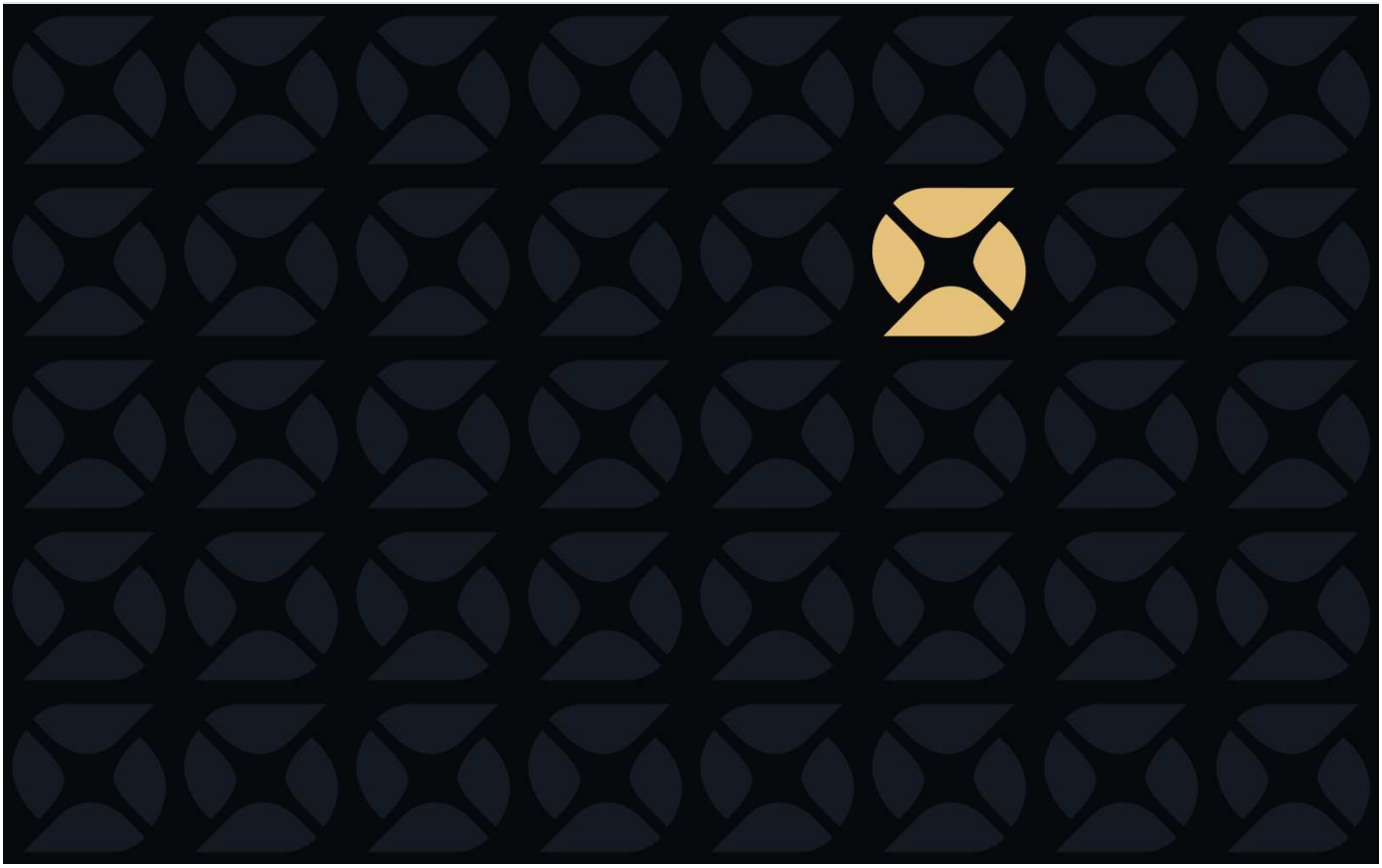
The mark and orbit foil-stamped in gold on soft-touch board; the Zenith card waits in the tray. Gold appears once, as the brand asks.

Welcome letter



Pearl is the bank's paper: the lockup in Night with its small gold star, the mark alone on the envelope's flap.

Pattern: night sky



The small cut tiled edge to edge so the X channels run on into one lattice, tone on tone; one mark in Luxe Gold, the one bright star. As a device, the gold orbit alone sweeps once across a layout.

Export assets

▶ What's inside the zip · 48 files · 1.2 MB

Lockup



White, for Night



Night, for light grounds

Mark



With orbit, White



With orbit, Night



On Night



One colour, White



Small cut, Night



Small cut, White

Wordmark



White



Night

Zenith, the card's name



Luxe Gold



White



Night

Profile pictures



Night

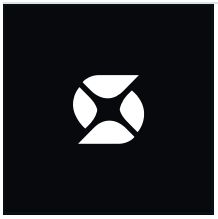


White

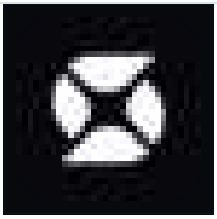


Gold

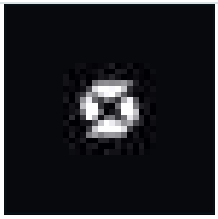
Favicons



Favicon SVG



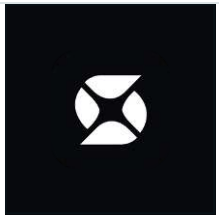
Favicon PNG



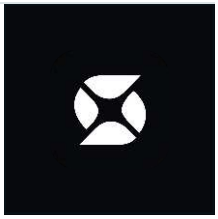
Favicon ICO



Apple icon

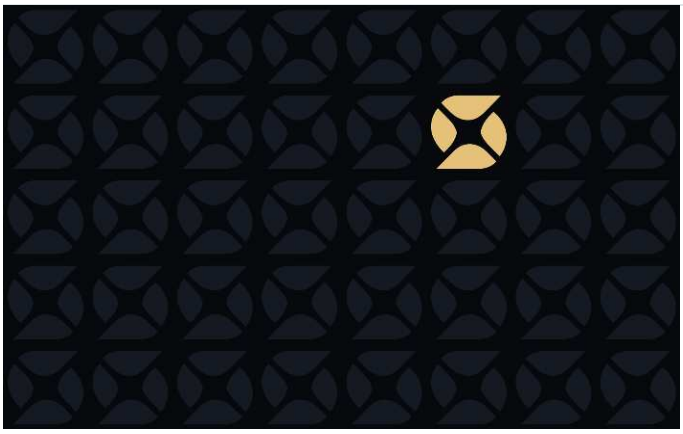


PWA icon



PWA icon large

Pattern



Night sky, tile



The orbit, device

Applications



Sirius · 01



Sirius · 02



Sirius · 03



Sirius · 04

Typography

Aa Sora

Aa Inter

Brand system and website by Plumage for the founder's Sirius. The mark and the wordmark are the founder's design.

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