

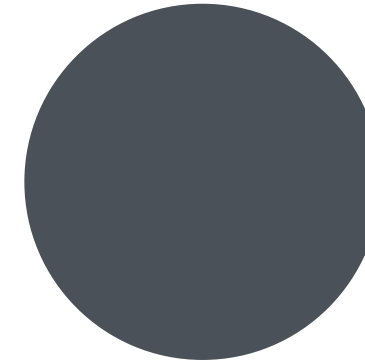
Orion brings a tremendous spectrum of resources and expertise to every client and candidate challenge.

As an expression of our brand, the Orion Talent logo represents a team that is:

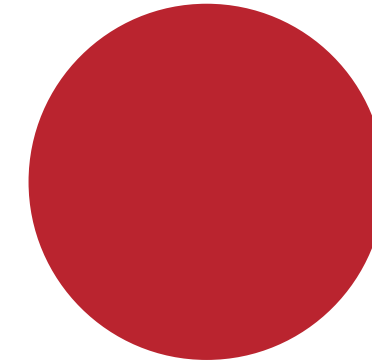
RESOURCEFUL  
RESPONSIVE  
ADAPTABLE  
FORWARD-THINKING  
ENGAGING  
MISSION-DRIVEN

# OUR COLOR PALETTE >

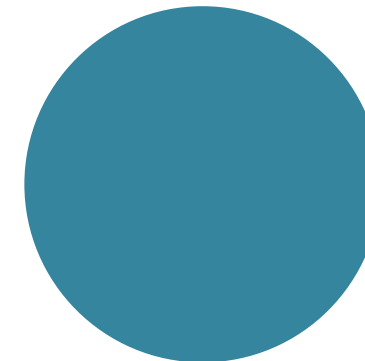
## PRIMARY COLORS



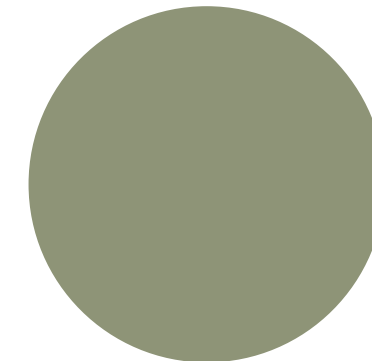
**Orion Talent Gray**  
CMYK 69 / 59 / 51 / 31  
RGB 76 / 81 / 88



**Orion Talent Red**  
CMYK 19 / 98 / 89 / 9  
RGB 186 / 38 / 47



**Orion Talent Blue**  
CMYK 78 / 37 / 28 / 2  
RGB 57 / 132 / 158



**Orion Talent Green**  
CMYK 46 / 33 / 57 / 5  
RGB 143 / 147 / 118

## OUR LOGO VARIATIONS >

### ORION TALENT PRIMARY LOGO

Preference should be given to the full-color gradient logo. The full-color flat logo may be used where gradients would not work (embroidery, for example), the black logo should only be used in cases where color is restricted to black & white or one color, and the white/reversed logos should be used over dark backgrounds.



### ORION TALENT ALTERNATE LOGO

In cases where size or orientation is an issue, the alternate logo below may be used. This logo is available in the same color variants and file formats as the primary logo.



## OUR LOGO VARIATIONS >

### ORION NOVOTUS PRIMARY LOGO

Preference should be given to the full-color gradient logo. The full-color flat logo may be used where gradients would not work (embroidery, for example), the black logo should only be used in cases where color is restricted to black & white or one color, and the white/reversed logos should be used over dark backgrounds.



### ORION NOVOTUS ALTERNATE LOGO

In cases where size or orientation is an issue, the alternate logo below may be used. This logo is available in the same color variants and file formats as the primary logo.



# LOGO SPECIFICATIONS >

## CLEAR SPACE

The clear space is defined by the height of the visual element in our logo; this area must be kept free of other elements for best visibility and brand recognition.



## MINIMUM LOGO SIZE

The width of the logo should not be smaller than 1.5 inches for the Orion Talent logo, and 2.75 inches for the Orion Novotus logo. Possible exceptions might be when printing on small promotional items, such as pens, golf balls, etc.



PLEASE AVOID >



DO NOT stretch or distort the logo



DO NOT place the logo on an angle



DO NOT use the full color logo on a colored background



DO NOT use the full color logo on a busy area of a photograph



DO NOT change the color of any of the logo elements



DO NOT change the size or position of any logo elements

# OUR TYPOGRAPHY >

## PREFERRED FONTS FOR PRINT & WEB

### HEADLINES ONLY

#### Varela Round Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

[Download from GoogleFonts >](#)

### BODY COPY

#### Open Sans Light *(also available in italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

#### Open Sans Regular *(also available in italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

#### Open Sans Semibold *(also available in italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

[Download from GoogleFonts >](#)



# OUR TYPOGRAPHY >

## ALTERNATE FONT

FOR USE IN CASES WHERE ACCESSIBILITY IS ESSENTIAL, SUCH AS POWERPOINT

**Arial Regular** *(also available in italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

**Arial Bold** *(also available in italic)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

