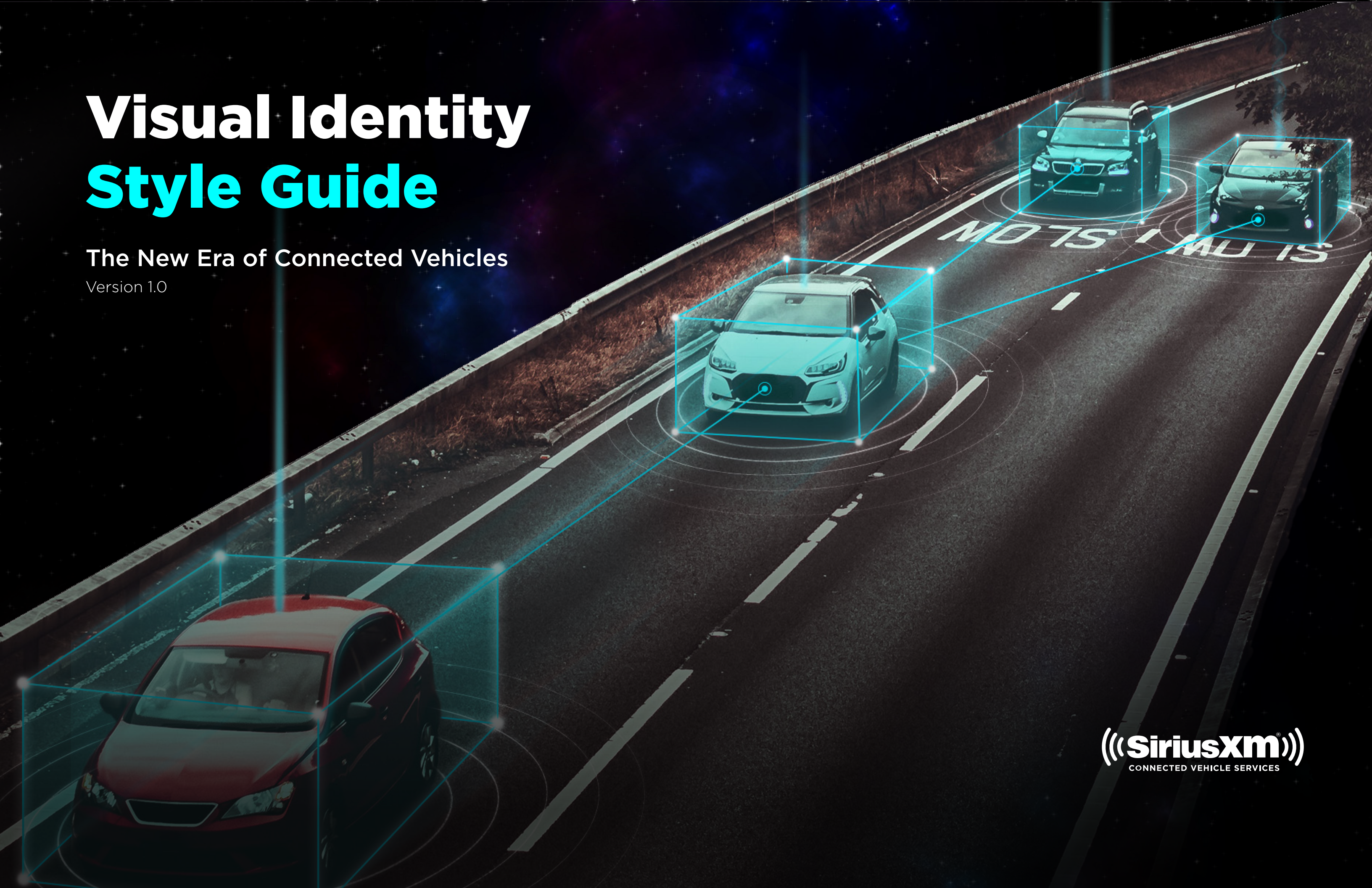


# Visual Identity Style Guide

The New Era of Connected Vehicles

Version 1.0



**SiriusXM**  
CONNECTED VEHICLE SERVICES

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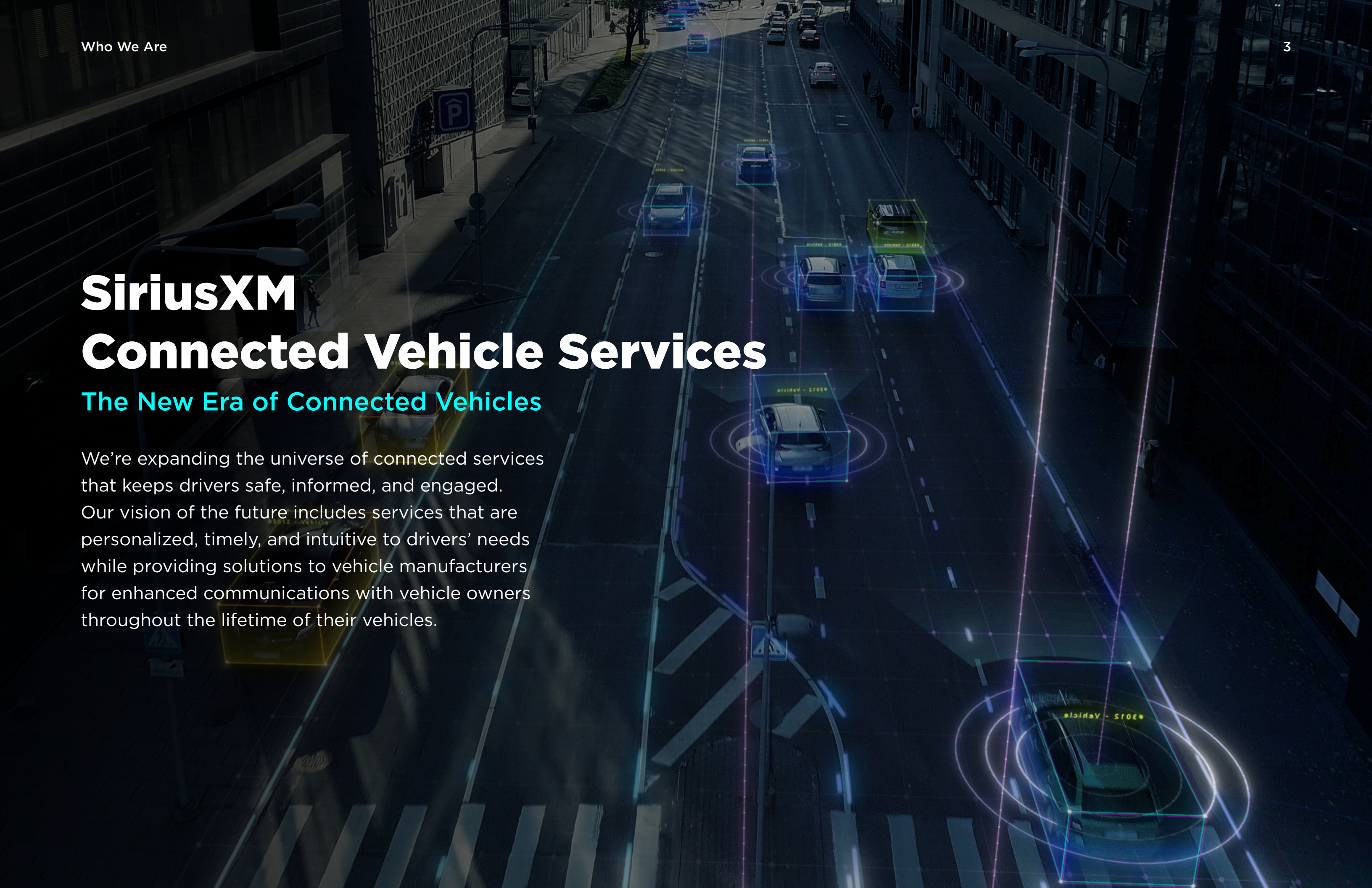
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# SiriusXM Connected Vehicle Services

## The New Era of Connected Vehicles

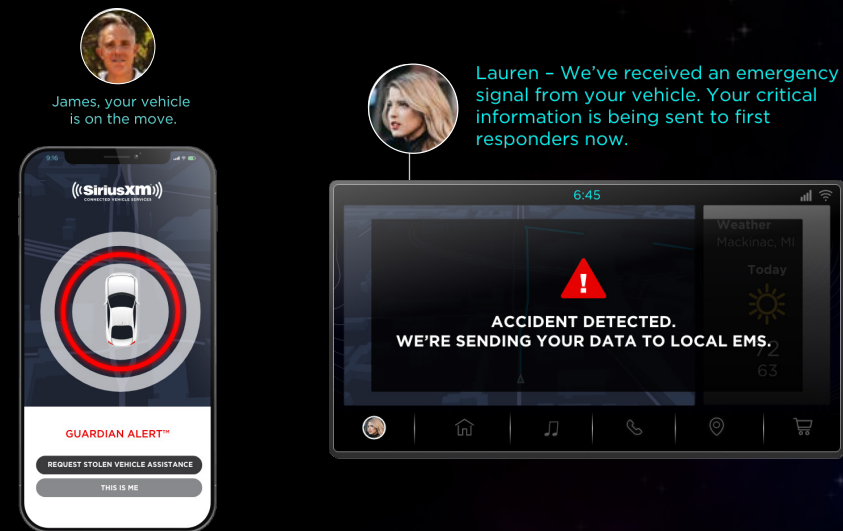
We're expanding the universe of connected services that keeps drivers safe, informed, and engaged. Our vision of the future includes services that are personalized, timely, and intuitive to drivers' needs while providing solutions to vehicle manufacturers for enhanced communications with vehicle owners throughout the lifetime of their vehicles.



# Our Brand Elements

Our visual identity is comprised of several elements coming together to create a system. When these elements work together consistently, recognition, recall, and credibility are ensured.

## Support Graphics



## Icons



## Brandmark



## Imagery



## Imagery with graphic overlay



## Type

# Gotham HTF

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890

## Color



Our visual identity is inspired by these key words:

---

**Immersive**

**Immersive**

In order to translate the experiences we offer into our visual language, we need to stimulate the senses for a deep understanding of the services we offer.

**Engaging**

**Engaging**

We want customers to feel like they're at the center of what we do, so we make them part of the experience.

**Personal**

**Personal**

We show people as much as we possibly can, to show the ways we can make a difference in their lives.

**Pioneering**

**Pioneering**

We're expanding the universe of connected services, a sense of exploration and forward-thinking should be at the forefront of our visual identity.

## Our Brandmark

SiriusXM Connected Vehicle Services uses the same primary brandmark as the SiriusXM parent brand. The only difference is the addition of “Connected Vehicle Services” under the primary wordmark.

For more information on the usage of the primary SiriusXM brandmark, please refer to the SiriusXM parent brand guidelines brandmark section on pages 25–28.



# Type

Our typeface is the Gotham family of fonts. It is to be used for all typographic executions. There are many weights to choose from that can be used as needed.

## Gotham HTF Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

## Gotham HTF Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

## Gotham HTF Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

## Gotham HTF Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

## Gotham HTF Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

## Gotham HTF Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

## Type Usage

Headlines are primarily bold or black and subheads need to be a lighter weight to create contrast between the two.

Smaller headlines for sub sections of website can be all caps Gotham bold. We use Gotham HTF book for body copy.

The Light and Thin versions are used for captions, small type and other uses where more contrast is needed with heavier weights.

### Gotham Black

#### Gotham Light

Gotham book body copy. Evenis ent alitiis asi nam, con non cum, ipitiis es volentur, sit quide nonsequundi quossitat eium digentotatem rehendae iducitio. Ut aut endantis sundam quiaspi taturis etur maxim cusdam volupte nemoloris mo.

#### GOTHAM BOLD

Gotham light. Evenis ent alitiis asi nam, con non cum, ipitiis es volentur, sit quide nonsequundi

### Gotham Black

Body copy. Evenis ent alitiis asi nam, con non cum, ipitiis es volentur, sit quide nonsequundi quossitat eium digentotatem rehendae iducitio. Ut aut endantis sundam quiaspi taturis etur maxim cusdam volupte nemoloris mo berovid unt ven.

Gotham thin caption. Evenis ent alitiis asi nam.



# Color Palette

Our color palette consists of colors from the SiriusXM parent brand as well as our own signature Electric Blue Green color.

C : 0  
M : 0  
Y : 0  
K : 85

R : 77  
G : 77  
B : 77

#4D4D4D

C : 69  
M : 0  
Y : 14  
K : 85

R : 6  
G : 174  
B : 239

#00AEEF

C : 60  
M : 0  
Y : 10  
K : 0

R : 0  
G : 255  
B : 255

#00FFFF

C : 0  
M : 0  
Y : 0  
K : 0

R : 255  
G : 255  
B : 255

#FFFFFF

C : 40  
M : 30  
Y : 20  
K : 100

R : 0  
G : 0  
B : 0

#000000

# Color Usage

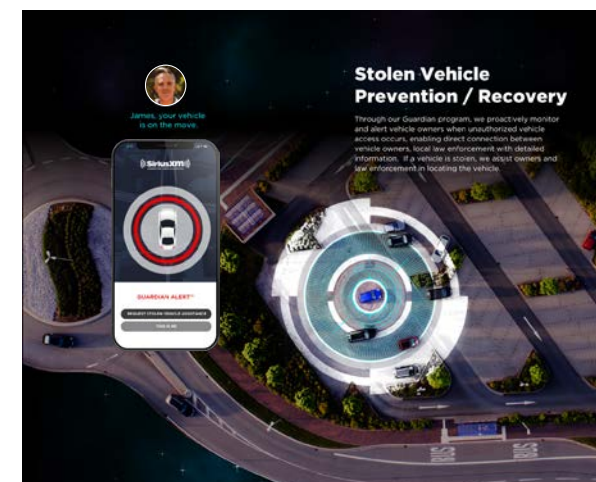
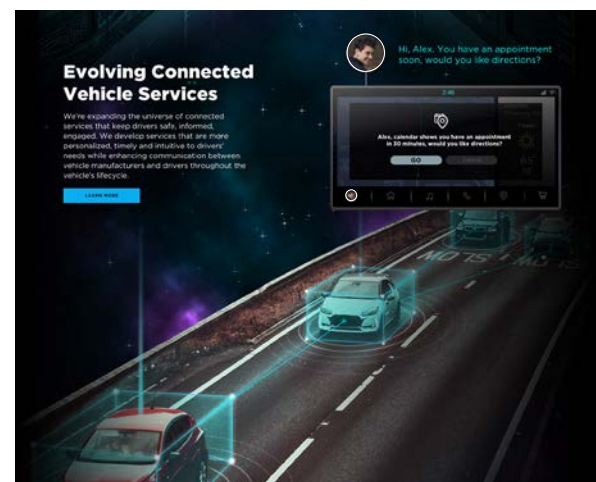
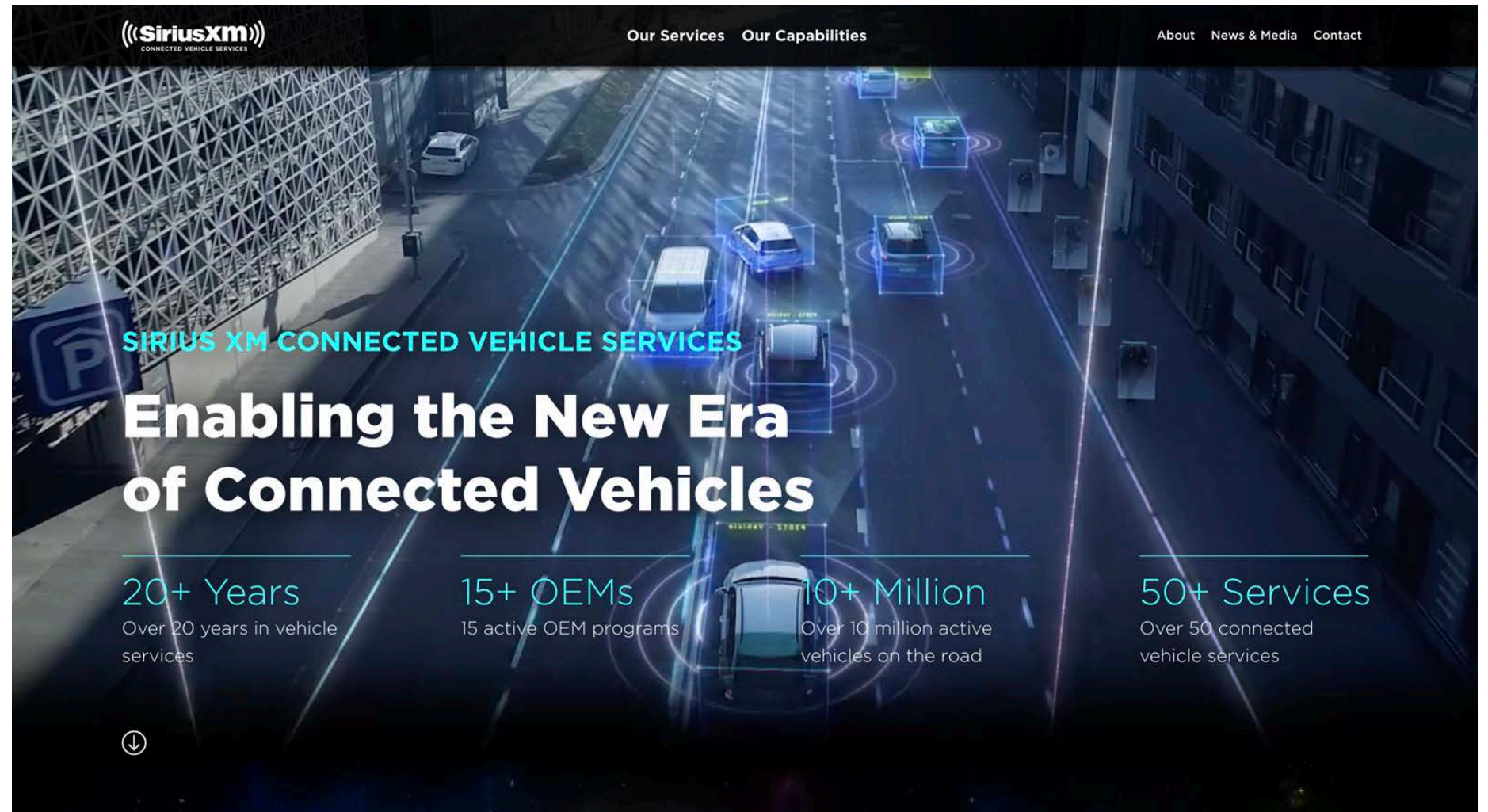
Colors can be used at will with few exceptions. In most instances the Electric Blue Green should only be used as an accent for graphic overlays or headlines.

It is also used as a hyperlink color in digital use.

Digital buttons use our SiriusXM blue.

Blacks and greys are used as background colors in most instances unless being used for type over white background.

See examples to the right for ways to use our colors appropriately.

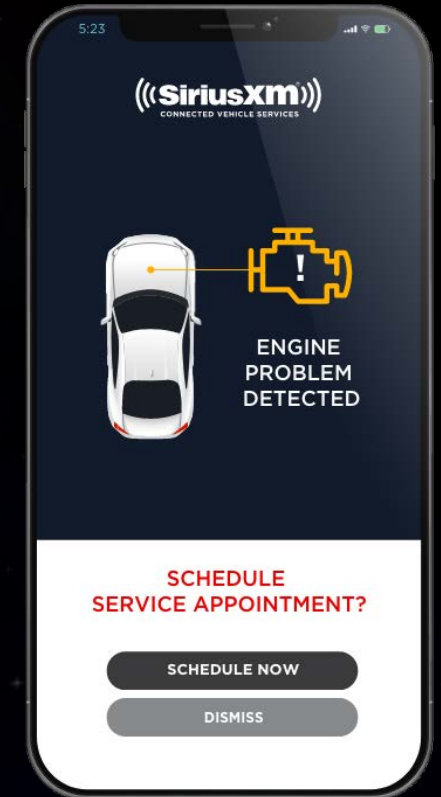
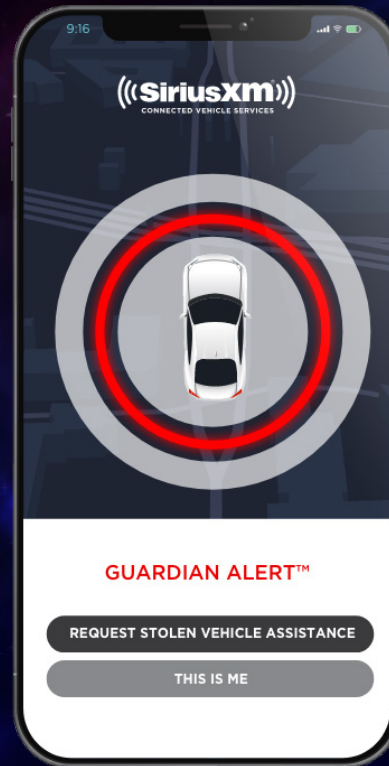


# Support Graphics

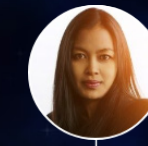
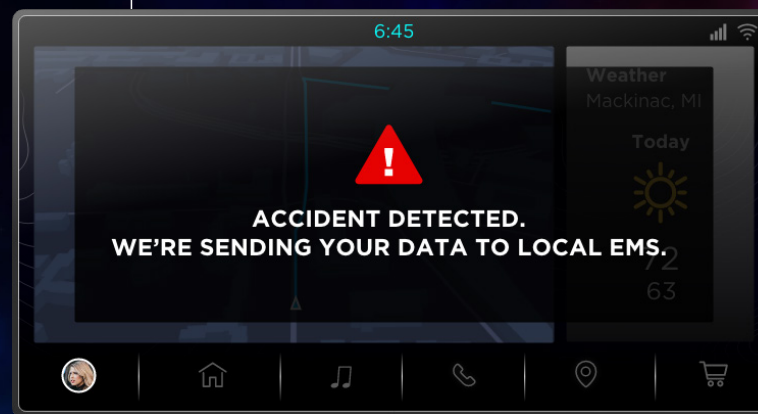
Supporting graphics and illustrations are additional ways we can describe our services to our customers and end users. We can show illustrations of platforms and technologies that may be used when interacting with our services.



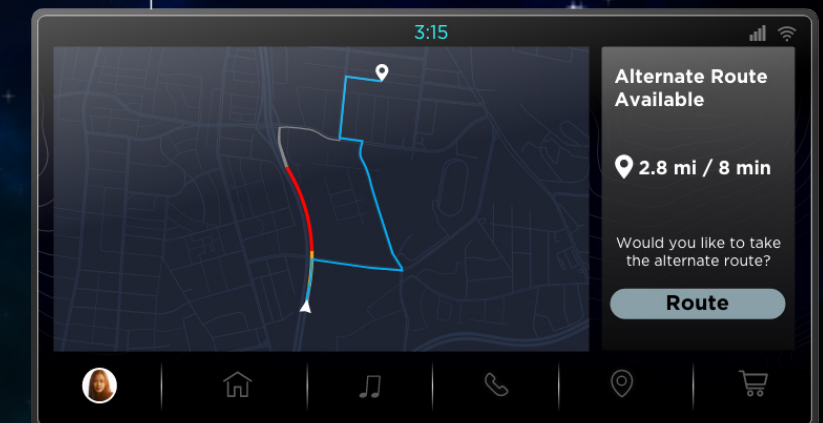
James, your vehicle is on the move.



Lauren - We've received an emergency signal from your vehicle. Your critical information is being sent to first responders now.



Julie, there's an alternate route available.



# Icons

Our icons have been constructed in a way that is similar to our graphic overlays, using lines as the primary graphic element. The lines should be lightweight. Our service icons use white and Electric Blue Green, and are more illustrative.

Our secondary icons can be used to represent sections of content or as bullets as needed next to copy. They are slightly heavier and of one color, due to use at a smaller size.

## SERVICES ICONS



**Connected Services**



**Infotainment**



**In-Vehicle Commerce**



**Safety & Security**

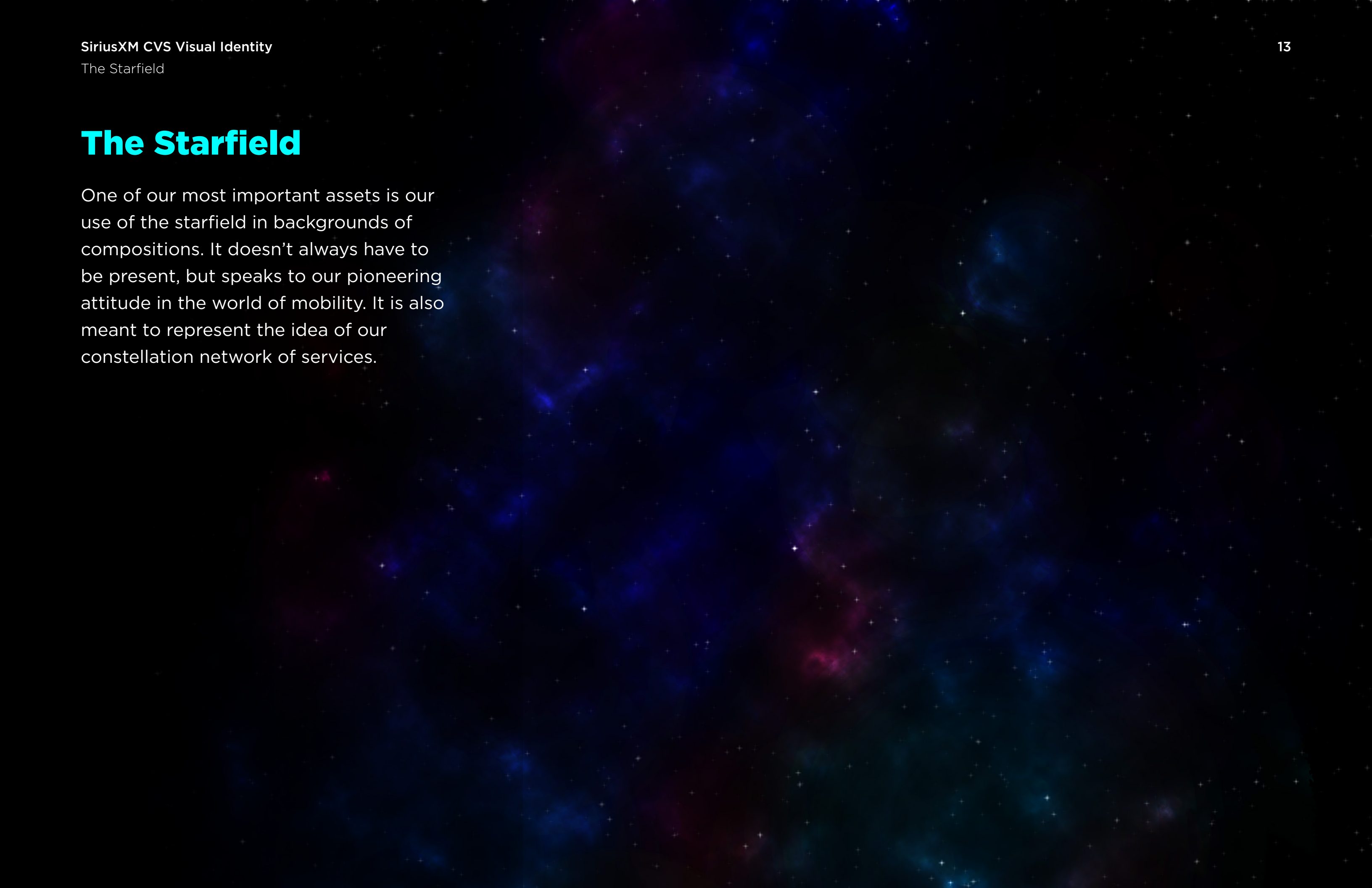
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## SECONDARY ICONS



## The Starfield

One of our most important assets is our use of the starfield in backgrounds of compositions. It doesn't always have to be present, but speaks to our pioneering attitude in the world of mobility. It is also meant to represent the idea of our constellation network of services.



## Imagery Categories

We use a variety of images to help describe the magic moments that we offer our customers and their customers (end users). In addition to our visual identity key words—immersive, engaging, personal and pioneering—the categories to the right describe key concepts to refer to when selecting images as assets to support our visual identity.

**Real and Relatable**

**Macro and Micro**

**Striking**

**Mobility Centric**

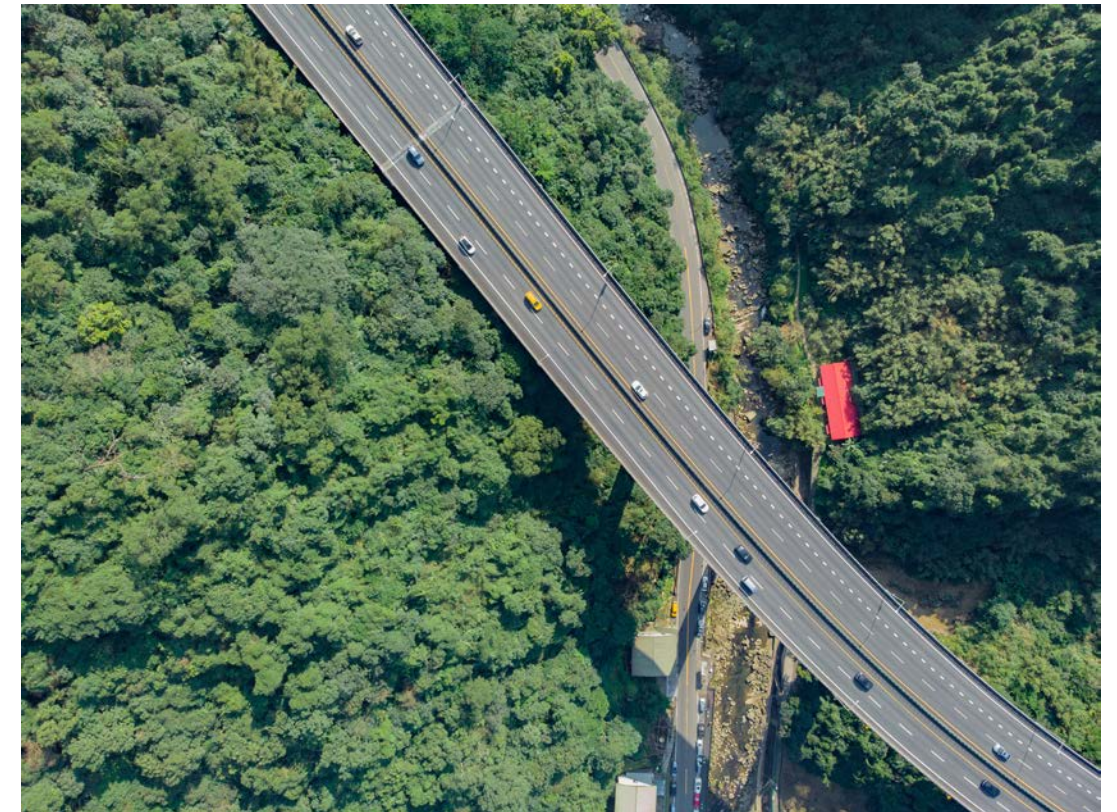
## Real and Relatable

Real world situations and moments bring people into the fold and create understanding of how we can help them in their everyday lives. The images should allow customers to see themselves using the services. This reinforces the idea of personalization within our service offerings.



## Macro and Micro

We've created a depth of imagery through macro and micro photography. The mixture of close-in and far-out images gives a sense of our scope and scale but also showcases our attention to detail.





# Striking

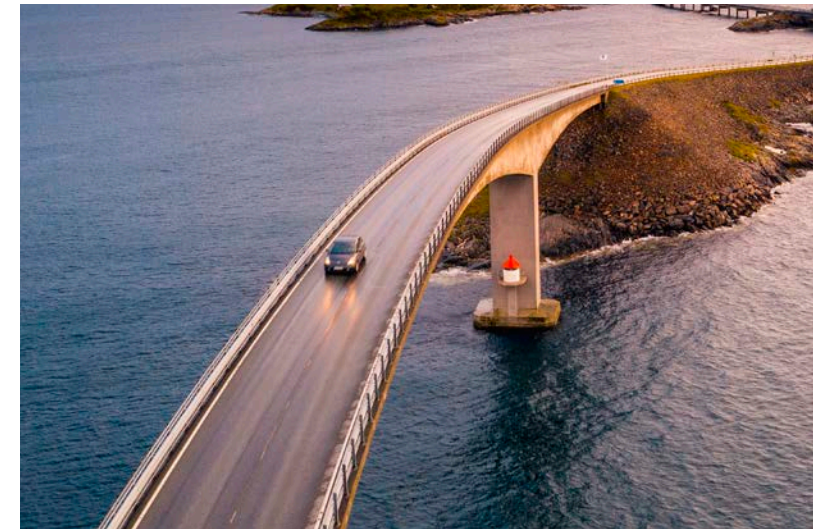
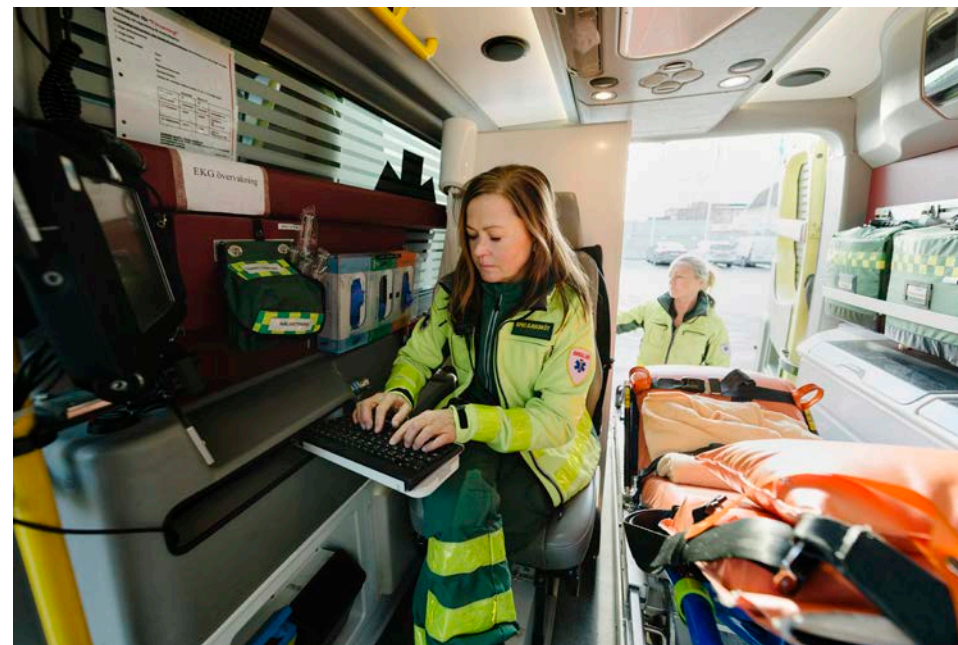
Some of the images we use should be notable, have a sense of awe or drama that grabs users and customers' attention. This also creates a sophisticated look that creates a tone of seriousness and intelligence in our technology.



# Mobility Centric

The majority our images should involve the theme of mobility and technology. This is the core of our services and how we interact with the world through connected vehicle services.

People and mobility are at the forefront of what we do.



# Treatments and Graphic Overlays

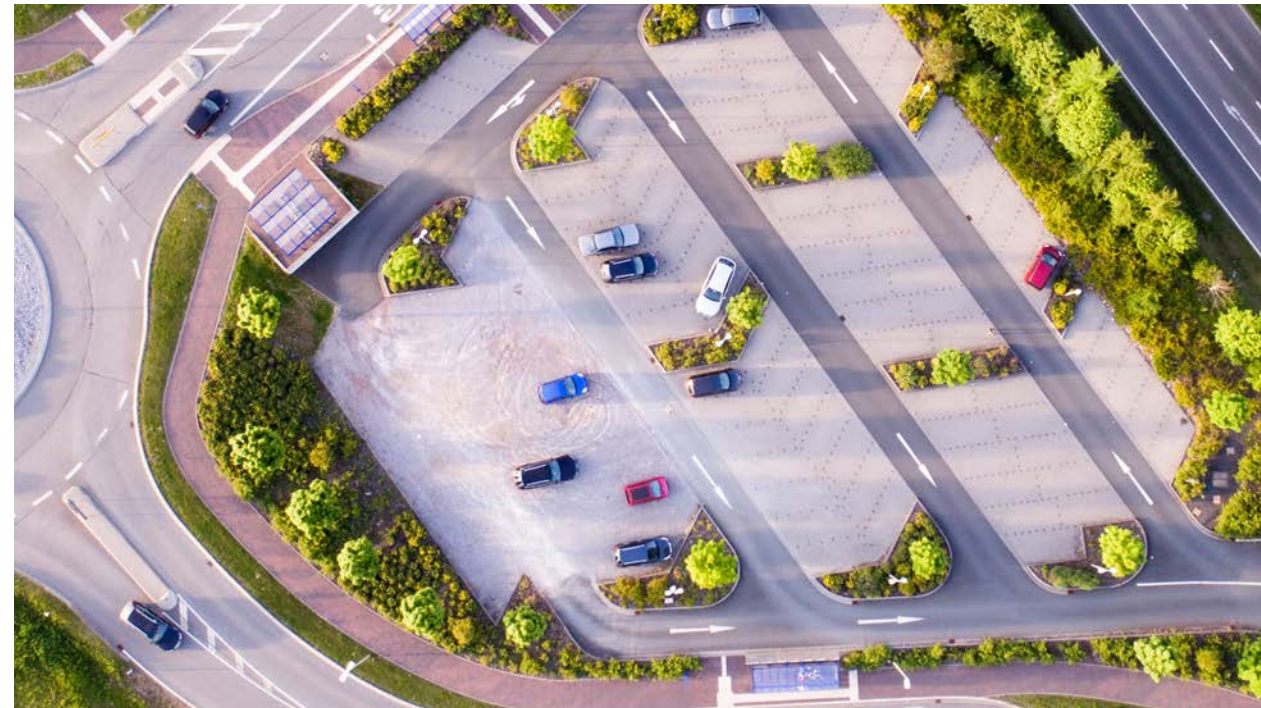
Some of the images we use can be enhanced to create the mood and feeling we would like to convey—awe-inspiring with a focused attention.

This can be done by cropping out certain areas of images and by enhancing the color and contrast of the image to create a dramatic, futuristic representation of our services and magic moments.

Graphic overlays provide visual interest and represent the technology that is used for a given service. Overlays can be used to represent data, sensors, or just a way to illustrate how a service works. They can be obvious or subtle depending on the subject and message.

Overlays should always be our Electric Blue Green or white with a subtle glow.

Original



With Effects and Overlay



# Examples of Treated Images

Original



With Effects and Overlay



Original



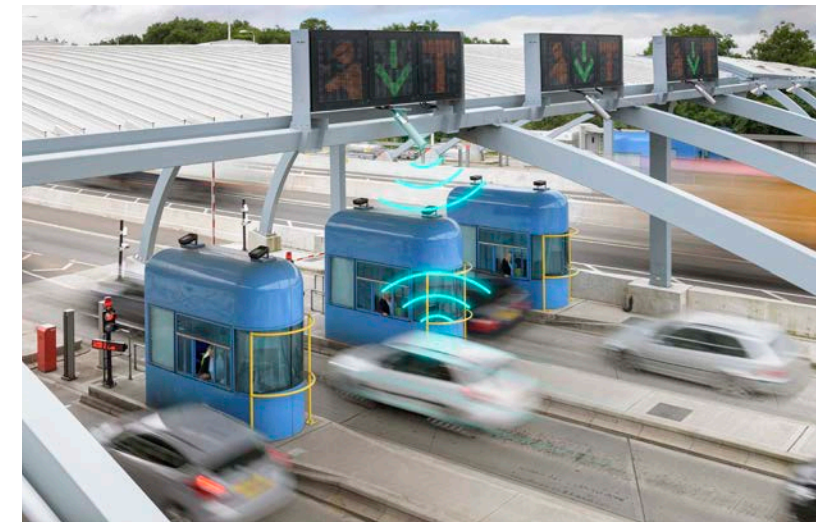
With Effects and Overlay



Original



With Effects and Overlay



### Starfield Background

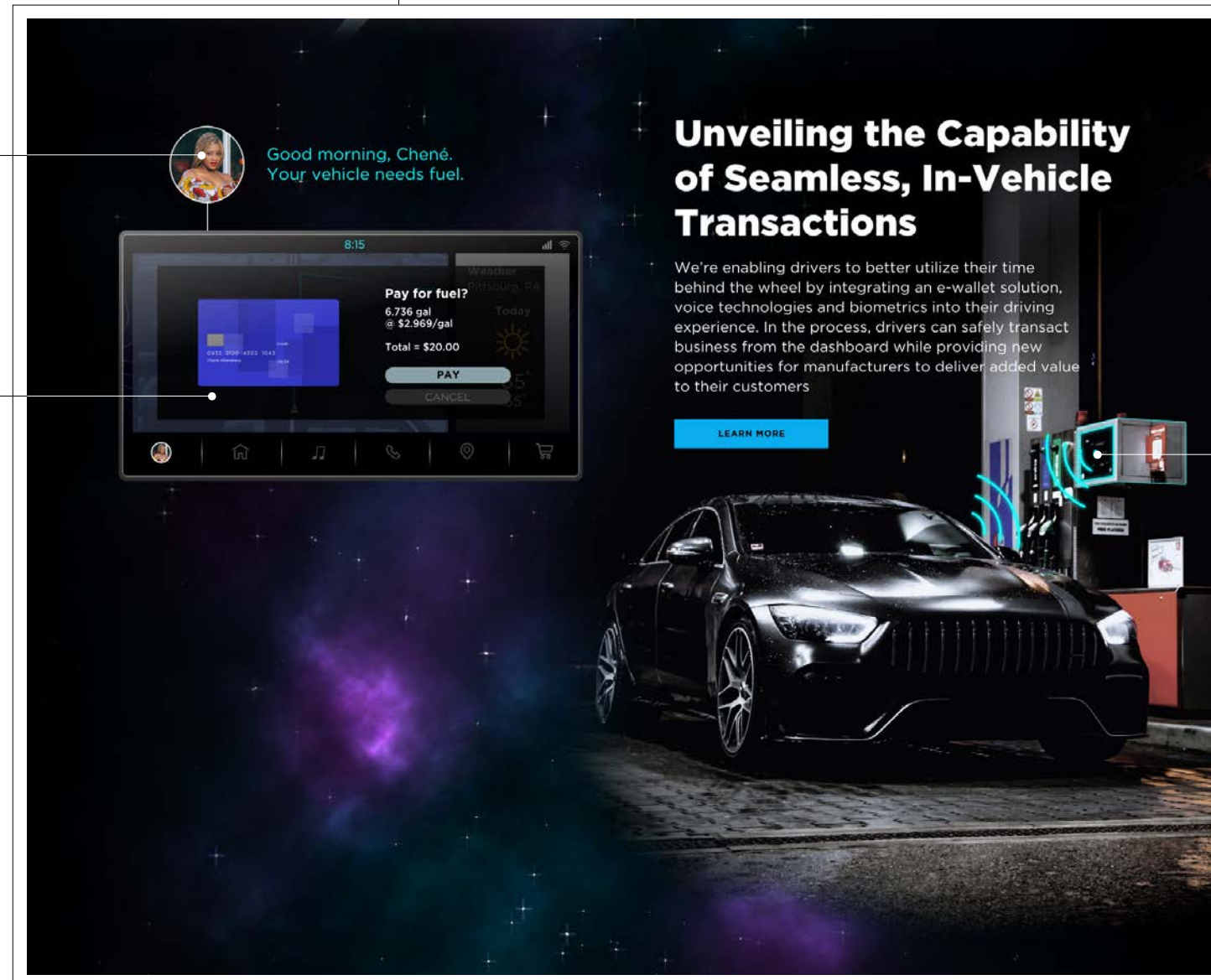
The starfield serves as the canvas on the web, representing our constellation network of services.

### People

People are at the center of what we do, everything we do is for our customers and end users.

### Support Graphic

These graphics help us describe how certain services work and helps illustrate how they make a difference in people's lives and in their cars.



### Image with graphic integration

Integrating graphics that convey technology-based services enhance our reputation of being a pioneer in the connected vehicles industry.

They are meant to represent data sent back and forth in certain situations, and to illustrate use of sensors in others. Graphic overlays are meant to reveal the technology and paint a picture of how it seems to operate.

These graphic overlays should always be the SXM Electric Blue Green or white with slight glow.

### Immersive

Overall, we try to create a seamless experience that makes users feel like they are interacting with content.

### Personal

We always show people in some way to make a personal connection to the content we are showcasing.

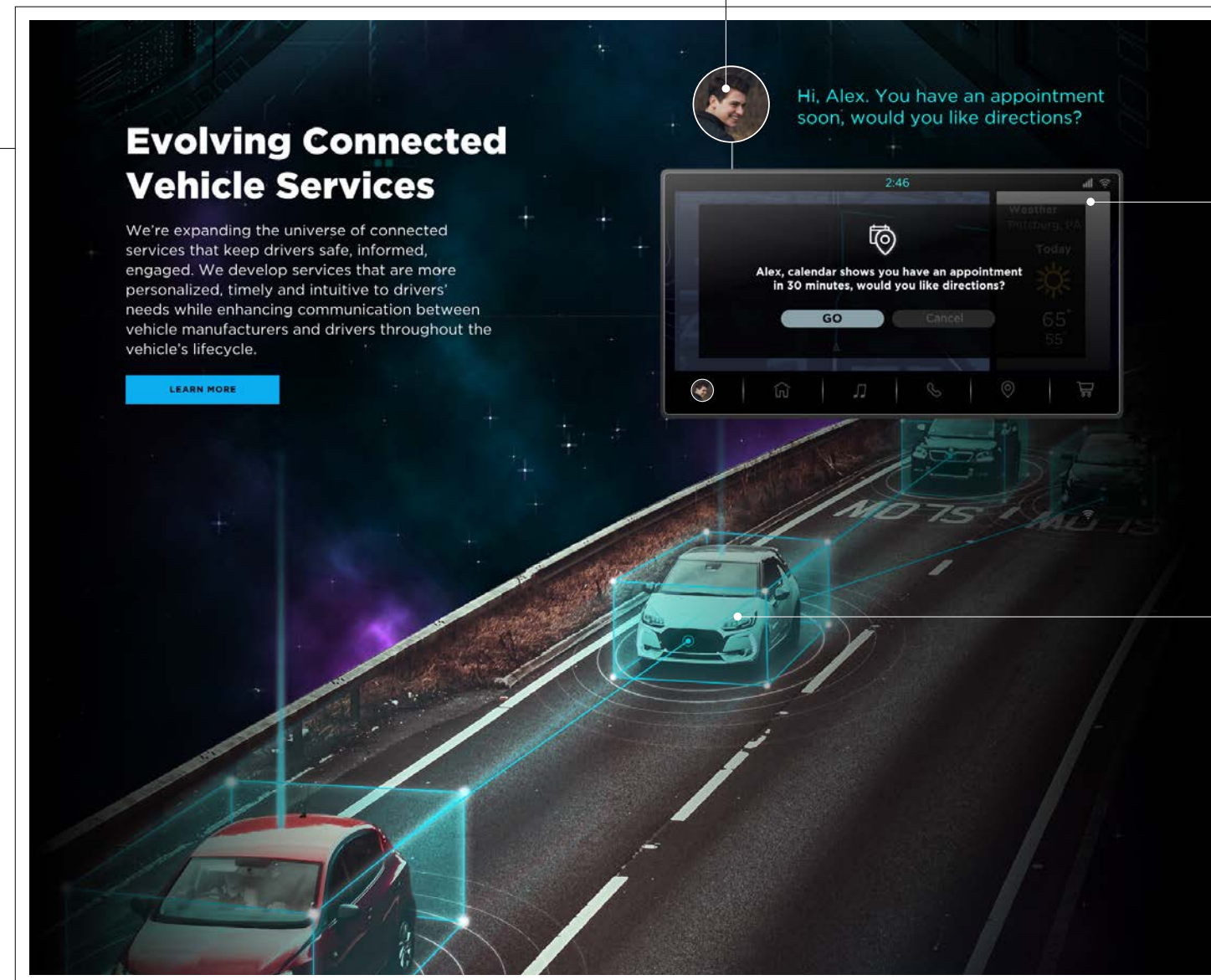
### Engaging

By including elements that users are familiar with in their vehicles, they get a sense of how our services work.

It also lends to a sense of interactivity.

### Pioneering

Overlaying graphics that convey technology-based services enhance our reputation of being a pioneer in the connected vehicles industry.



The hero section of the website features a dark, futuristic city street at night. Several cars are shown with glowing blue digital overlays, representing connected vehicle services. The SiriusXM logo is in the top left, and navigation links for 'Our Services', 'Our Capabilities', 'About', 'News & Media', and 'Contact' are in the top right. The main headline reads 'SIRIUS XM CONNECTED VEHICLE SERVICES' and 'Enabling the New Era of Connected Vehicles'. Below this, four key statistics are presented: '20+ Years' (Over 20 years in vehicle services), '15+ OEMs' (15 active OEM programs), '10+ Million' (Over 10 million active vehicles on the road), and '50+ Services' (Over 50 connected vehicle services). A small downward arrow icon is located at the bottom left of the hero section.

This section is titled 'Evolving Connected Vehicle Services'. It features a background image of a car on a road with digital overlays. A text box on the right contains a conversation: 'Hi, Alex, you have an appointment soon, would you like directions?' and 'Alex, calendar shows you have an appointment in 10 minutes, would you like directions?'. Below the text is a 'LEARN MORE' button.

This section is titled 'Stolen Vehicle Prevention / Recovery'. It features a background image of a car on a road with digital overlays. A text box on the right contains a conversation: 'Julia, your vehicle is on the move.' and 'Through our Guardian program, we proactively monitor and alert vehicle owners when unauthorized vehicle access occurs, enabling direct connection between vehicle owners, local law enforcement with detailed information. If a vehicle is stolen, we alert owners and law enforcement in locating the vehicle.' Below the text is a 'LEARN MORE' button.

This section is titled 'Traffic'. It features a background image of a car on a road with digital overlays. A text box on the right contains a conversation: 'Julia, there's an alternate route available.' and 'We provide continually updated coverage of traffic flow, road conditions, construction zones, and roadway incidents to prepare our customers for what lies ahead - or to provide alternative routes and estimated destination arrival times.' Below the text is a 'LEARN MORE' button.

## Contact

These guidelines help our vendors and partners understand the visual components of our brand. If there are any questions or more information is needed regarding our brand or brand guidelines, please contact [Lynnsey.Ross@siriusxmcvs.com](mailto:Lynnsey.Ross@siriusxmcvs.com).