Saffron
AUTOMATIONS

BRAND ON A PAGE

THE VOW

We automate everything that dulls the hand, never the hand itself.

Leads in public (D-13). On the seal, the canon creed: "Automate everything that dulls the hand. Never the hand itself."

THE MARK AND ITS CLEAR SPACE



Clear space: 2T on every side (0.1925 x the mark height), where T is the widest thread. Approved, D-2.

Minimum size: the mark 24 px tall on screen, 4 mm in print. Smaller than that, use the icon set. Approved, D-2.

Never rotate, skew, stretch, mirror, recolour, outline, shadow, blur, crop or redraw the mark.

The brand is Saffron, one word.

COLOUR

navy	ink	gold	ivory	muted	line
#16223A	#0F172A	#C9A96E	#F5F0E8	#64748B	#1E293B
RGB 22 34 58	RGB 15 23 42	RGB 201 169 110	RGB 245 240 232	RGB 100 116 139	RGB 30 41 59

CMYK and Pantone: SOURCE REQUIRED (a vendor proof), never approximated.

TYPE

Spectral — DISPLAY · SPECTRAL 300

Inter — TEXT AND LABELS · INTER 500

JetBrains Mono — CODE AND DATA · JETBRAINS MONO 500