# Saffron

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