Saffron
STUDIOS

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

| ink | saffron | gold | ivory | muted | line |
|---|---|---|---|---|---|
| #0B0807 | #A5320F | #C9A24B | #F7F2E9 | #8A7967 | #221912 |
| RGB 11 8 7 | RGB 165 50 15 | RGB 201 162 75 | RGB 247 242 233 | RGB 138 121 103 | RGB 34 25 18 |

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

## TYPE

Cormorant Garamond — DISPLAY · CORMORANT GARAMOND 400

Jost — TEXT AND LABELS · JOST 400