Saffron
SYSTEMS

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

ground	panel	gold	gold-deep	ink	muted
#08090B	#101217	#EBCE7C	#CDA24C	#F1EFE8	#8B909B
RGB 8 9 11	RGB 16 18 23	RGB 235 206 124	RGB 205 162 76	RGB 241 239 232	RGB 139 144 155

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

TYPE

Bricolage Grotesque — DISPLAY · BRICOLAGE GROTESQUE 500

Inter — TEXT AND LABELS · INTER 400

JetBrains Mono — CODE AND DATA · JETBRAINS MONO 500