Saffron
DESIGNS

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