sage.coach | Brand Identity Guide

This guide defines the visual and typographic standards for the sage.coach brand.

It ensures clarity, consistency, and calm strength in every expression of the brand.

Introduction

The sage.coach identity conveys calm confidence, thoughtful growth, and professional guidance.

This guide outlines how to apply the sage.coach logo, colors, and typography consistently across all communications. Consistency strengthens recognition and ensures every appearance reflects Sage Coach's values of insight, balance, and trust.

Logo System

Standard Logo

The sage.coach logo combines the owl mark with the wordmark set in Outfit. Use this version whenever space allows and brand recognition is essential.

Proportions and alignments are fixed — do not alter or re-arrange them.
Preferred usage: Full-color version on a white background.

Logomark

The logomark may appear alone in limited contexts, such as social avatars, app icons, or small collateral. It retains all proportions of the master logo and must not be redrawn, distorted, or combined with other symbols.

Behind the Design

The sage.coach mark unites the ideas of wisdom, growth, and partnership in a single balanced form.

At its core is an abstract owl — the universal symbol of insight — whose brows and wings are formed by stylized leaves. Within the design, two human figures are subtly integrated: their heads form the owl's eyes, while their raised arms and torsos define the body beneath the wings. The figures appear partially obscured, representing humility and shared discovery — the coach and client working together toward clarity. Every element — from color to composition — embodies calm strength and guided growth: modern precision grounded in natural wisdom.

Logo Variations

Approved versions of the sage.coach logo:

Full-color logo (primary)
- Mark in Sage Green (#ACCAAF) and Dark Sage (#4F7052).
- Black wordmark on a white background.

Black and White
- For single-color or grayscale reproduction.

Inverse (for black background only)
- Owl mark remains Sage Green (#ACCAAF) and Dark Sage (#4F7052).
- Wordmark appears in white (#FFFFFF).
- Not approved for use on colored, textured, or photographic backgrounds.

Mark-only version
- Use when space is limited or the brand is already clearly identified.
- Do not introduce new colors or effects.

Clear Space and Minimum Size

To maintain visual clarity, keep a minimum clear space equal to the height of the lowercase "g" in the wordmark around the sage.coach logo.

Because the logomark's shape extends slightly beyond the wordmark's visual bounds, the space above and below the owl may appear slightly tighter — approximately half the height of the "g."
This proportional difference is intentional and maintains overall visual balance.
Always ensure that no other text, images, or design elements encroach upon this protected area.

Minimum sizes:
- Digital: 100 px width for full logo
- Print: 1.25 inches width for full logo
- For smaller scales, use the logomark only.

Incorrect Usage

Consistency builds recognition and trust. To preserve consistency, never:

- Stretch, rotate, or skew the logo.

- Change colors beyond the approved palette.

- Add outlines, drop shadows, or textures.

- Reposition or resize the mark relative to the wordmark.

- Place the logo on complex or low-contrast backgrounds.

Color Palette

Primary Colors

Name	HEX		RGB		Usage
Sage green	▢	#ACCAAF	▢	172, 202, 175	Primary accent and mark color
Dark sage	▪	#4F7052	▪	79, 112, 82	Supporting tone for depth and contrast

Neutrals:
- **Black (#000000):** text and inverse backgrounds
- **White (#FFFFFF):** default background and inverse wordmark color

This restrained palette ensures calm clarity and strong contrast across all media.

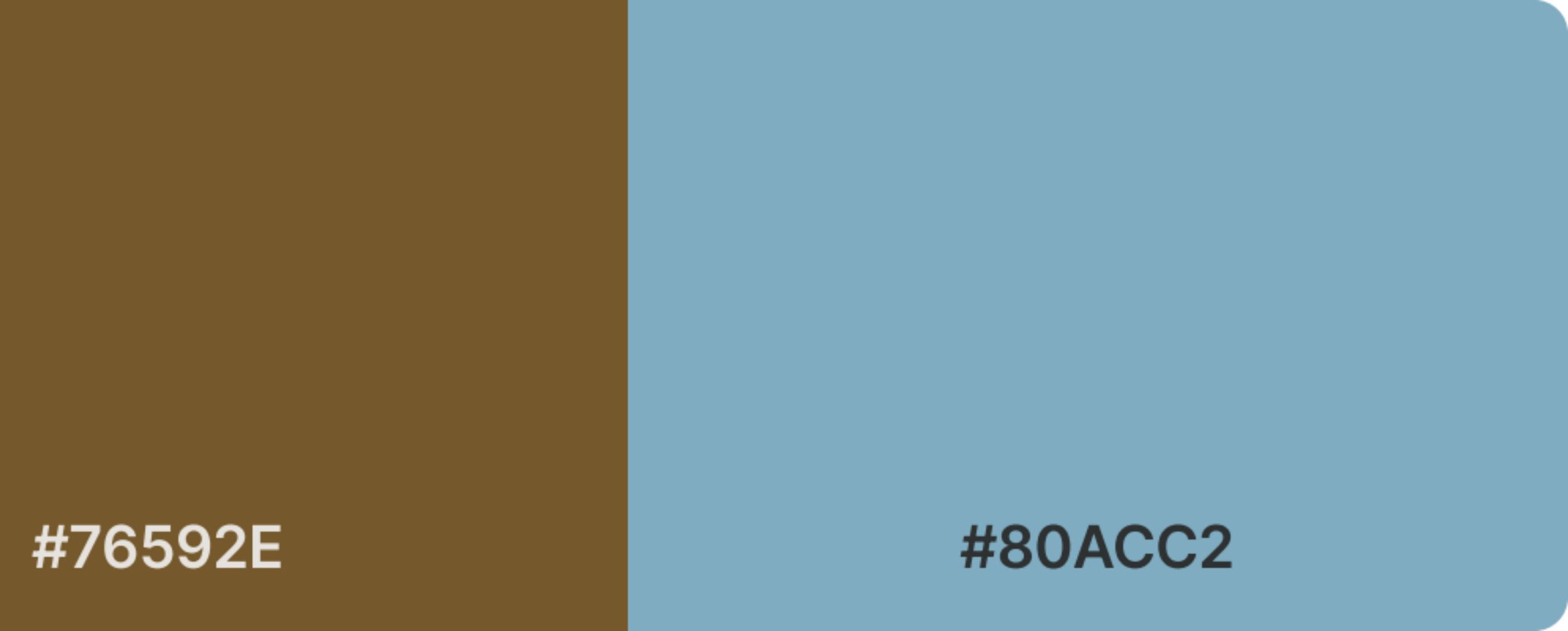# Typography

Primary Typeface — Outfit
Outfit is a geometric sans-serif typeface available from Google Fonts. Its open letterforms and balanced proportions convey clarity and composure — ideal for both digital and print contexts.

Recommended weights:
- Regular (400) — body text
- Medium (500) — subheads
- Bold (700) — headings and emphasis

Fallback fonts: Arial or Helvetica for environments where Outfit is unavailable. Maintain ample spacing and avoid decorative typefaces that distract from the brand's tone.