



Saige

Style Guide
and
Brand Identity



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1.1 Introduction

At Saige, we take food seriously.

We are dedicated to solving the age-old problem of “what’s for dinner?” in a way that meets the needs of all our customers and their families. We offer healthful, balanced meals made from fresh ingredients ordered weekly. Our meals are made from scratch with exemplary flavors. Wherever possible, we address dietary restrictions and food sensitivities. We believe in being completely transparent about our meals and ingredients we use. We are committed to serving consistently excellent and enjoyable meals with variety for our customers and their families. We present meal options that remove the hassle of making negotiated food choices, as well as the time and effort needed for food preparation. This allows our customers to spend their time on things that truly matter to them without giving up “family meal time.”

Saige food is interesting yet approachable and recognizable.

Saige food is colorful with bold and distinct flavors with the highest food quality.

Saige food is flexible and modifiable to efficiently meet the needs of our customers.

Saige food simplifies our family member’s lives.

Saige food seeks to embrace the new food trends while maintaining a high standard of healthful ingredients.

1.2 Diagram of the Logo



1.3 Color Palette

Core Colors



Saige Teal

C: 59%
M: 0%
Y: 24%
K: 0%

Hex: #24E4DC



Saige Green

C: 27%
M: 0%
Y: 31%
K: 0%

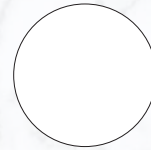
Hex: #B8F5C5



Saige Orange

C: 0%
M: 51%
Y: 64%
K: 0%

Hex: #F79463



White

C: 0%
M: 0%
Y: 0%
K: 0%

Hex: #FFFFFF

Support Colors



Light Orange

C: 0%
M: 35%
Y: 45%
K: 0%

Hex: #FFB58B



Dark Green

C: 56%
M: 8%
Y: 64%
K: 0%

Hex: #77B781



Saige Gray

C: 69%
M: 62%
Y: 62%
K: 55%

Hex: #373737

1.5 Official Fonts

Header Font: Didot Bold

Our header font is **Didot Bold**. It is elegant and delicate yet approachable. It should be used for titles and impact statements. It should never be used for body copy.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Support / Content Font: Avenir Light

Our body font is Avenir Light. It is easy to read and rounded, complimenting the header font.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

2.1 Master Lockup



Master Lockup

The master lockup is the gray script with the Saige Green circle around it accompanied by "Clean Food Delivered" tucked underneath in Didot Bold font.

The master logo should only be used in scenarios where a big impression is to be made and a lot of real estate is available.



Alternate Lockup

The alternate lockup is the gray script accompanied by "Clean Food Delivered" tucked underneath in Didot Bold font. The alternate lockup should be used when the master lockup does not fit in the space provided.

Like the master, the alternate lockup should only be used when a lot of real estate is available.

1.5 Primary / Secondary Logo



Primary Logo

The primary logo is the gray script with the Saige Green circle around it.

The primary logo should be used the most frequently and whenever space allows.



Secondary Logo

The secondary logo is the gray "S" with the Saige Green circle around it.

The secondary logo should only be used when the primary logo doesn't fit or feel right in a chosen context.



1.5 Black & White Logo



BW Logo

(on light background)

The black and white logo option for a light background is the script in black with a black outlined circle around it.

The black and white logo should only be used when printing in color is not an option. The black and white logo should never be used on web graphics.



BW Logo

(on dark background)

The black and white logo option for a dark background is the script in white with a white outlined circle around it.

The black and white logo should only be used when printing in color is not an option. The black and white logo should never be used on web graphics.

1.5 Minimum Size Requirements

Minimum size requirements have been established for both printed and embroidery applications.

In printed applications the logo should appear no smaller than 3/4" across and in embroidery applications, the logo should appear no smaller than 1 1/4" across.

Actual sizes shown here.



3/4" for printed materials



1 1/4" for embroidery

1.5 Isolation Area



An area of isolation has been specified for the logo and must be maintained in all applications.

The isolation area is equal to the width of the S.

No graphic component, typography fold or edge may fall within the isolation area of the logo.

1.5 Misuse



✗
Never
add stroke



✗
Never
add gradient



✗
Never
use unapproved
colors



✗
Never
reverse out
colors



✗
Never
rotate



✗
Never
stretch or skew



✗
Never
alter the type



✗
Never
add drop shadow