

Savoir

Brand Identity Guidelines

Savoir’s identity represents modern luxury delivered simply & efficiently. Staff, partners, and vendors should use this brand guideline to maintain brand consistency and recognizability across digital, print, and physical environments. It provides instruction for Savoir’s logo usage, spacing rules, typography, and colors.

Savoir Logo & App Icon

The corporate logo is composed of the gold “S” mark. It is simple, flat, and communicates a sense of ease and modernity. As an app icon, the “S” is placed on a rich black field.



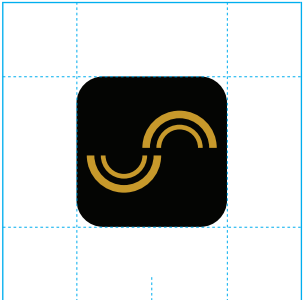
Savoir Wordmark with Tagline

The wordmark is composed of a custom-designed geometric typeface. The tagline spans the area between the stem of the letter “a” and the terminus of the “r” curve.



IPC Logo: Spacing Rules

Using a quarter of the app icon as a basic unit, create a buffer zone around the full logo to reduce the number of elements competing and butting against the Savoir logo. This applies to both the logo and the logo with tagline.



Buffer zone



IPC Typography

Primary font→
for headlines

Secondary font→
for paragraphs

Fonts for Print

Helvetica Neue

Weight: **Bold and Light**

Fonts for Digital

Europa

Weight: **Bold, Regular, and Light**

Helvetica Neue

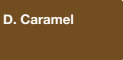
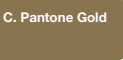
Weight: **Bold and Regular**

IPC Colors

Primary colors→

Secondary colors→
Pantone Gold is a viable substitute for Savoir Gold for business cards and other luxury brand collateral. Caramel is paired with Savoir Gold in Savoir’s icon system.

Brand Colors



Color Formulas

RGB 200 - 153 - 44
HEX #c8992c

RGB 0 - 0 - 0
HEX #000000

RGB -
HEX -

RGB 114 - 77 - 31
HEX #724D1F

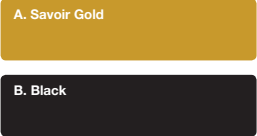
CMYK 22 - 39 - 100 - 2
PMS 7752 C

CMYK 0 - 0 - 0 - 100
PMS -

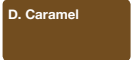
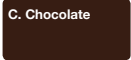
CMYK -
PMS 871 C

CMYK 41 - 62 - 99 - 36
PMS 7575 C

Digital (App/Web) Colors



Chocolate is used for page backgrounds.



Color Formula

HEX #c8992c

HEX #000000

HEX #381d14

HEX #724D1F

What do these color modes mean?

The **RGB** value stands for Red, Green and Magenta. It is the full range of colors possible in the light spectrum for screens and monitors.

The hexadecimal (**HEX**) value is a useful and quick notation for RGB values; used often in programming languages like HTML to build websites.

The **CMYK** value stands for Cyan, Magenta, Yellow and Black. It is the full range of colors possible using ink pigments. Printing in process colors is a cheaper alternative to Pantone printing. You can print CMYK with regular office and home desktop printers.

The Pantone Matching System (**PMS**) is the authority for achieving accurate ink colors in printing.

When we review Savoir’s print materials, the logo color should be the exact match of our original swatch. No surprises. Only precision color and a guarantee that Savoir’s identity is locked tight, consistent, and unified. Pantone colors cannot be achieved using regular office and home desktop printers.