

savi

BRAND GUIDELINES

LOGO

PRIMARY

To ensure the logo will be visible and impactful there must be an area of protection surrounding the “actual logo.” This will be the height of “S”. There must be at least the height of the letter S around the logo in all directions as illustrated here.



Maintaining legibility of the logo is imperative to the use and impact of the brand. The logo should never appear smaller than .75 inches.

Smallest use of logo

.75"



SECONDARY

When reversing text over a dark background there are two options. White and teal or all white. 1. Use primary in most cases, (Ex) In the main navigation of the website. 2. Use only if the teal piece of the V does not have enough contrast on the background.

1. Primary

2. Use only when needed