

savant

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savant

I N T R O D U C T I O N

The Savant brand is our company's most important asset. We all share the responsibility of presenting a consistent image to help maintain the integrity of the Brand Signature.

GRAPHIC ELEMENT



Logotype

SIGNATURE ELEMENTS

The combination of the graphic element, logotype and color defines the Brand Signature of Savant.

Appropriate use is essential in promoting a consistent visual identity.

Do not disassemble any of the Signature elements; they must be used together.



Logotype with tagline

SIGNATURE ELEMENTS

Tagline

The Brand Signature of Savant will usually be shown with the tagline. To promote a consistent visual identity, this is the approved layout and coloration of the lock-up.

Do not disassemble any of these elements.



Print:
Use PMS 287 for the Logotype



Full-Color Printing:
Use PMS 320 or:
C:100%, M:68%, Y:0%, K:12%



Electronic (web) use:
R:0, G:51, B:153



Print:
Use PMS 137 for the Graphic Element



Full-Color Printing:
Use PMS 320 or:
C:0%, M:35%, Y:90%, K:0%



Electronic (web) use:
R:255, G:153, B:0

SIGNATURE ELEMENTS

Color

The logotype in Savant Blue and the graphic element and tagline in Savant Gold are important aspects in keeping the Signature consistent. Through the various print and electronic applications, it is inevitable that some slight variations will occur.

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Positive Application

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Reverse Application

SIGNATURE ELEMENTS

Black & White Applications

When use of color is not an option, these are the approved positive and reverse versions.



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Color Application

SIGNATURE ELEMENTS

Reverse Applications

When the Signature is used against a dark background, the logotype drops out to white while the graphic element and tagline appears in Savant Gold.



Color Application

SIGNATURE ELEMENTS

Reverse Application / Photo background

When the Signature is used against a dark photo background, the logotype drops out to white while the graphic element and tagline appears in Savant Gold.

The image shows the word "savant" in a stylized, lowercase, sans-serif font. The letters are rendered with a 3D embossed effect, appearing to have depth and shadow. The letter 'v' is unique, featuring a small orange triangle pointing downwards from its top center. The entire logo is centered horizontally and set against a light gray rectangular background.

Embossed effect Logotype

SIGNATURE ELEMENTS

Special Treatments

There are, on occasions, special treatments done to the Signature elements. Please check with the Savant Marketing Department for an approval of such treatments.

The logo for Savant features the word "savant" in a blue, lowercase, sans-serif font. The letter "v" is stylized with a yellow triangle pointing downwards from its top. Below "savant" is the tagline "NOW YOU CAN" in a smaller, yellow, uppercase, sans-serif font.

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NOW YOU CAN

BASIC USAGES

Introduction

The brand signature may be used without a tagline. For all usages of our Brand Signature and tagline, this section shows various basic rules to follow.



x = Height of logotype

BASIC USAGE

Staging Area

Sufficient space around the Signature and tagline must be followed. This example shows the minimum staging area around the elements.

A clear space equal to the height of the cap height defines "x" and is the minimum clearing required on all sides of the Signature and the tagline.



BASIC USAGE

Minimum Size

With all artwork, there is a minimum size required to keep the type readable.



A: On a dark color (reverse version)

B: On a middle-tone color (reverse version)

C: On a middle-tone color (1 color versions)

D: On a light color (all black version)

BASIC USAGE

Background Colors

Please make sure there is enough contrast to read the Signature when it appears on a colored background. Whenever in doubt, use the all white or all black versions.



USAGE GUIDELINES

Introduction

For all usages of our Brand Signature and tagline, this section shows various basic rules not to violate.



- A: Do not use an unauthorized configuration**
- B: Do not alter typography**
- C: Do not change coloration**
- D: Do not re-size elements**
- E: Do not alter Logotype**
- F: Do not use Brand without all of the elements**

INCORRECT USAGES

To maintain the integrity of the Brand Signature, it is important not to dilute its impact by using non-approved versions or altering elements of the Brand.



A: Insufficient contrast between background and positive version of Brand Signature
B: Insufficient contrast between background and reverse version of Brand Signature

INCORRECT USAGES
Background Color

Be sure to maintain enough contrast when placing the Brand Signature on a color background. Do not alter the color of the Brand in print applications; when in doubt, use the all white or all black versions of the Brand.

For alternative applications, such as apparel, please review with the Savant Marketing Department prior to execution.



TYPOGRAPHY

Introduction

Typography is a basic graphic standard equal in importance to any other visual element in the corporate identification program.

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TYPOGRAPHY

Savant Logotype and Tagline

The Savant logotype is a custom font to ensure its uniqueness in the marketplace. To maintain its identity, it should not be altered in any way.

The tagline "NOW YOU CAN" has been set in Futura Medium. Its placement and size should not be altered.

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (), . : ; " " ? ! &

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (), . : ; " " ? ! &

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (), . : ; " " ? ! &

Futura Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (), . : ; " " ? ! &

Futura Medium Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

TYPOGRAPHY**Collateral Typography**

The Futura family of fonts has been chosen to use on all collateral for Savant. It is a sans serif font that is distinctive and comes in varying weights.