

SAVANT

VISUAL IDENTITY GUIDELINES

v1.2: September 17, 2014

A romantic couple in a close embrace, with the man kissing the woman's forehead. The image is in a dark, muted color palette, with the couple's faces and clothing visible against a dark background. The man is wearing a dark suit and a patterned tie, and the woman is wearing a light-colored top. The overall mood is intimate and affectionate.

WITH SAVANT, LIVING ROOMS
BECOME CINEMAS

BEDTIMES BECOME
STORY TIMES

A sepia-toned photograph of a group of people at an outdoor patio party. Several individuals are visible, with their arms raised holding wine glasses in a toast. The scene is set outdoors with trees and foliage in the background. The overall mood is festive and social.

AND PATIOS BECOME
PARTIES

WELCOME TO SAVANT

This document describes the essential elements of the Savant visual identity system including logotype, typography and color palette. Correct usage of these elements and adherence to these guidelines ensures a strong, recognizable visual identity for the Savant brand wherever it appears.

* All photography used within this document is copyright protected and intended for stylistic reference only.

LOGOTYPE

The Savant logotype is the official signature of the Savant brand. The logotype should never appear in any color other than Dune Warm Gray or Pelican Gray as specified in the primary color palette section of this document. The logotype may also appear in black or white in one-color situations.

SAVANT

OPTICAL SIZES

In order to preserve the legibility and integrity of the Savant identity in all applications, there are three optical sizes of the Savant logotype. The correct optical size should be used at all times.

LARGE

The large optical size is for use in applications over ten inches wide such as tradeshow booths, exterior signage or similar.

SAVANT

MID / GENERAL PURPOSE

The midrange optical size is the most frequently used. It is the best choice for most applications including packaging, business cards and on-screen use between the sizes of 10" and 2" wide.

SAVANT

SMALL

The small optical size is for use in any application requiring a size of 2" wide or less.

Minimum Size

The Savant logotype should never be used at a size smaller than 0.75" wide.

SAVANT

CLEARSPACE

To ensure the clarity of the logotype, always maintain at least the minimum clearspace shown below. No graphic elements should ever appear within this space.



EXCLUSIVE TO EVERYONE:
FOUND ON YACHTS, IN CASTLES
AND YOUR CONDO.



VISUAL IDENTITY ELEMENTS

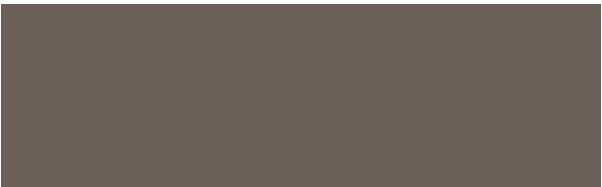
The following pages outline the essential elements which, in addition to the logotype, comprise the Savant visual identity. These elements include typography, color palette and general approaches to photography.

COLOR PALETTE
Primary

The primary Savant color palette comprises Dune Warm Gray, Pelican Gray and Horizon Orange. The Savant logotype can be shown in either Dune Warm Gray or Pelican Gray while Horizon Orange is used exclusively for accents.

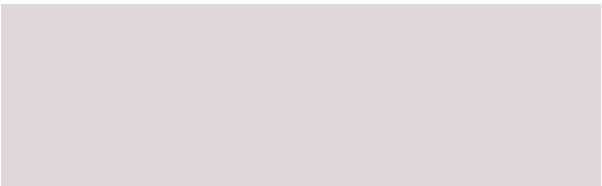
Dune Warm Gray

Pantone	405 C
CMYK	55 53 59 25
RGB	105 96 87
HEX	#696057



Pelican Gray

Pantone	Cool Gray 1 C
CMYK	13 11 12 0
RGB	219 217 214
HEX	#DBD9D6



Horizon Orange

Pantone	Bright Orange C
CMYK	0 77 100 0
RGB	255 95 0
HEX	#FF5F00



COLOR PALETTE

Secondary

In addition to the primary Savant color palette there are three secondary which provide additional flexibility and variety. These colors should never be applied to the Savant logotype.

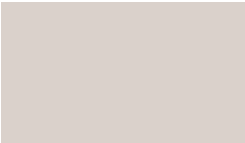
Dolphin Gray

CMYK	30 28 32 0
RGB	183 173 165
HEX	#B7ADA5



Beach Gray

CMYK	14 14 17 0
RGB	216 209 202
HEX	#D8D1CA



Otter Warm Black

CMYK	62 65 66 63
RGB	56 46 43
HEX	#382E2B



COLOR PALETTE
Tertiary / Screen Only

In addition to the primary and secondary Savant color palettes there are five tertiary accent colors to be used on-screen only. These colors may be used sparingly for

highlighting information, success and failure states or other cases where the primary and secondary palettes do not provide adequate range or flexibility.

Lobster

RGB	255 66 664
HEX	#FF4220



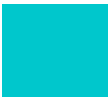
Citrus

RGB	249 215 0
HEX	#F9D700



Coast

RGB	0 199 204
HEX	#00C7CC



Lime

RGB	175 204 0
HEX	#AFCC00



Amethyst

RGB	167 14 84
HEX	#A70E54



TYPOGRAPHY

Print & Web

Typography is an essential part of the Savant visual identity, establishing a consistent voice and tone throughout all print and digital communications. Gotham is the official Savant font, a modern sans-serif font that is highly legible with a friendly but authoritative character inspired by vernacular lettering on urban signage in NYC.

Gotham can be purchased online:
www.typography.com

It is also available as a webfont:
www.typography.com/cloud/

HEADLINES

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%*()'":./?

Ee

Body

Gotham BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%*()'":./?

Ee

TYPOGRAPHY

Email & Powerpoint

Use Verdana for all headlines and body copy in emails and PowerPoint presentations. Verdana is a widely available cross-platform font and ensures that the formatting of our email communications and presentations remains consistent on different systems.

The Verdana family is published by Microsoft. It is typically a system font installed with Windows and Mac OSX.

HEADLINES

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%*()".:./?

Ee

Body

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%*()".:./?

Ee

PHOTOGRAPHY
Product

Photography plays an essential role in the Savant visual identity. The Savant photographic style strikes a balance between the premium, aspirational feel of modern luxury living with the human and natural feel of home.

IN-SITU
at home
lived-in
warm
dynamic



FEATURED
dynamic
focused
sense of place
confident



PHOTOGRAPHY
Environmental

INTERIOR
lived-in
human
contrasting textures
aspirational
organic
curated



PHOTOGRAPHY
Environmental

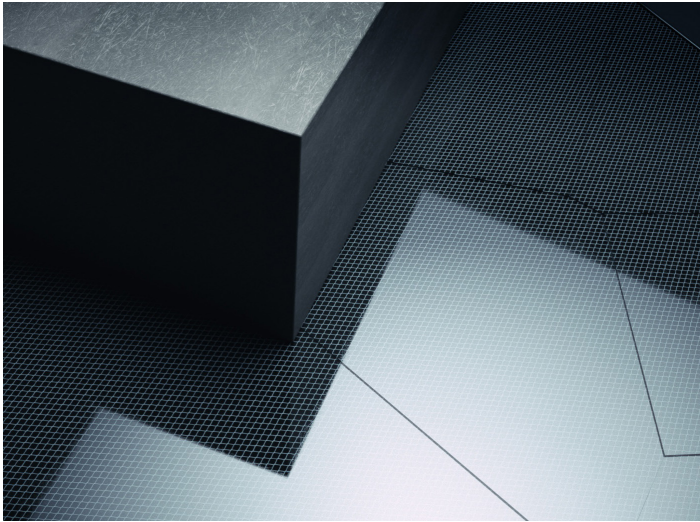
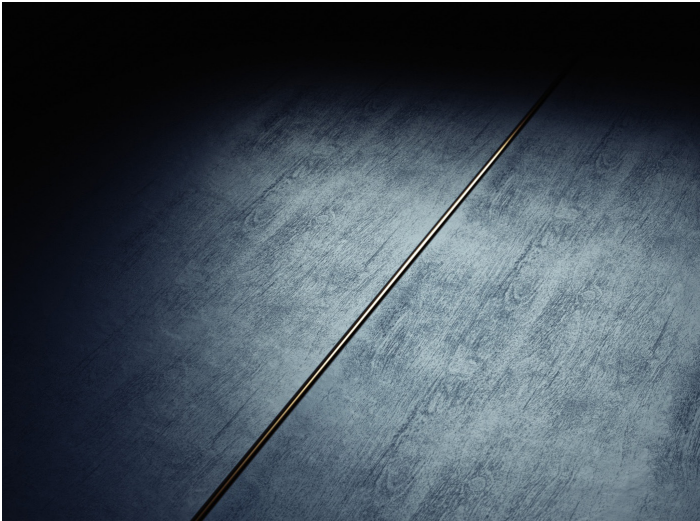
EXTERIOR

warm
dynamic
aspirational
modern
contrasting textures
curated



PHOTOGRAPHY
Abstract

DETAIL
natural
contrasting textures
elegant forms
organic
precise



PHOTOGRAPHY
Lifestyle

PEOPLE
in the moment
confident
satisfied
at-ease



LOGOTYPE USAGE

Incorrect

Consistent logotype presentation is an important part of making the identity recognizable. The Savant logotype should never be shown in unauthorized colors. The following examples highlight a few improper uses of the Savant identity.

1. Never adjust to a color other than those specified in these guidelines
2. Never convert to outlines
3. Never stretch or squish it in any way
4. Never rotate or tilt
5. Never apply a gradient
6. Never apply additional effects
7. Never place on top of a busy pattern or a photograph
8. Never skew the perspective
9. Never lockup with any other graphic element



IDENTITY EXEMPLARS

The following pages contain exemplars of the Savant visual identity in action. They show general approaches to the use of identity elements including signature, color, and typography.

These exemplars are not intended to be final designs but rather a starting point from which the design will evolve over time.

BUSINESS CARD



APP ICON



CONTACT INFORMATION

For access to official artwork and identity questions,
please contact:

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