

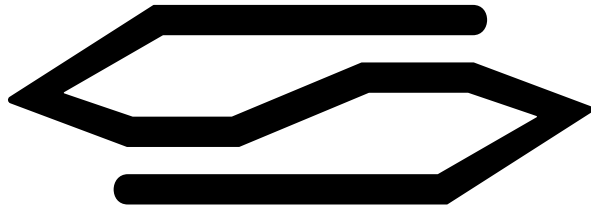
SAYA Brand Identity Basics

A01

Logo Identity

The logo is the primary visual identifier of the brand identity.

It has to be applied without any form of modification and distortion.



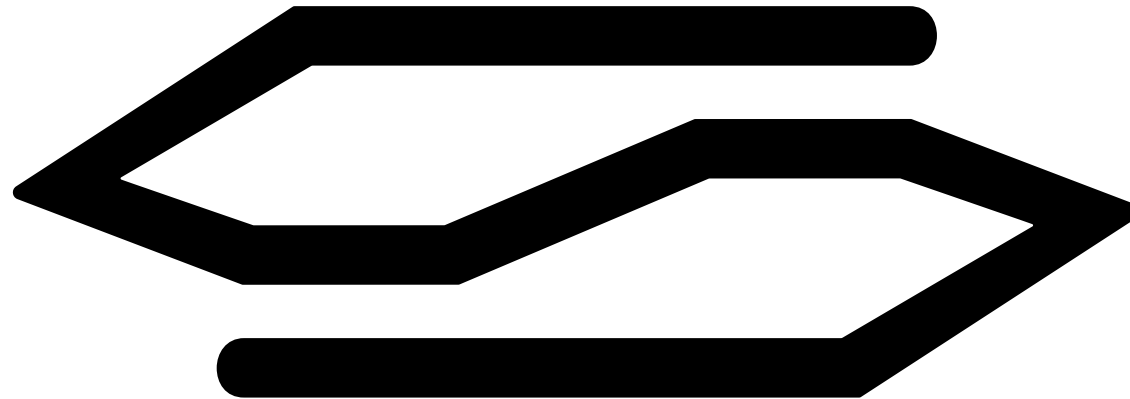
SAYA

A02

Graphic Identity

The graphic identity is the graphic symbol of the brand identity.

It has to be applied without any form of modification and distortion.



Minimum allowable logo size:

Do not apply logo below the minimum allowable size to maintain logo fidelity.

Print:

1.0cm



Digital:

80 px



A06

Brand Color Scheme

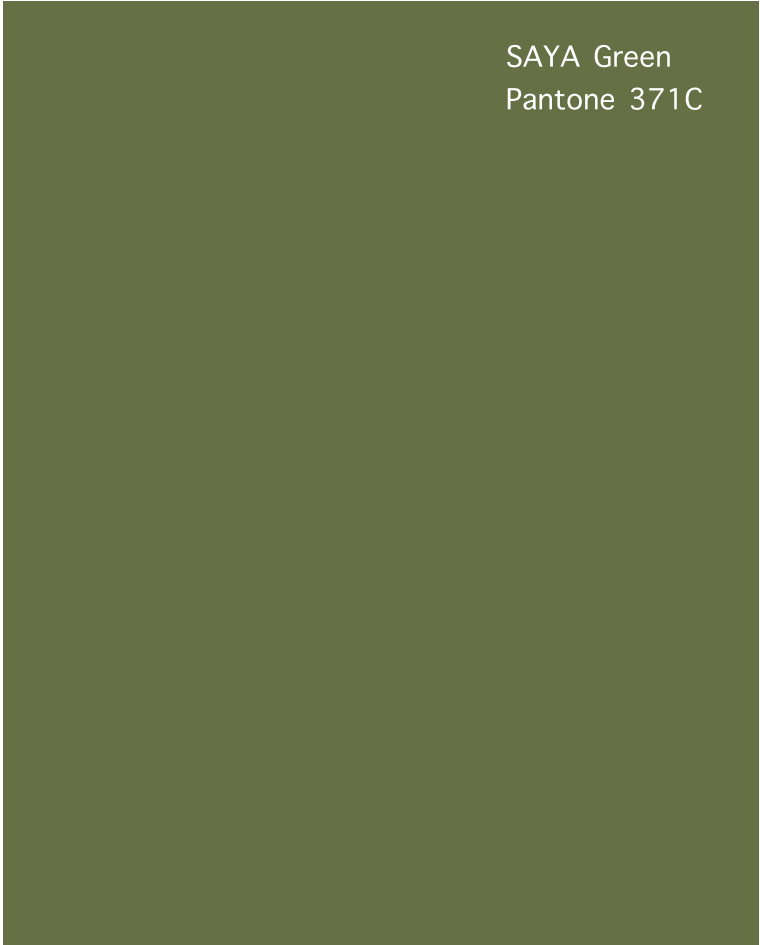
The color scheme has specified primary color and specified grays.

It is to be applied consistently based on the specified Pantone code.

Additional amendments are allowed only when they are verified and approved buy the brand management.

SAYA Green is a specified Pantone 370C color that is brand's primary color.

Primary Color



Grays



A07

Brand Typeface

Brand typeface is to be applied consistently across ranges of brand applications including prints, motions and digitals.

Typeface

Filson soft

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789**

B07

Brand Color & Logo Usage

Brand typeface needs to be applied consistently in brand applications including prints, motions and digitals.



Pantone 371C



Pantone 370C



Pantone 370C



Pantone 370C

