

<sauce>

print brand guidelines

Version 3.0 - 2023



BRAND COLOURS

Our brand colours are our identity - this is how we make our first impression with new customers. We're a forward-thinking, dynamic and innovative company, and we produce software that stands out from the crowd. Our vivid, punchy primary brand colours reflect those values, but to achieve the right effect, they must be used in the appropriate ratios.

BLACK

Neutral

C: 0%, M: 0%, Y: 0%, K: 100%
Pantone: Black

108C

Primary Colour

C: 0%, M: 5%, Y: 98%, K: 0%
Pantone: 108c

P 179-10c

Dark Accent

C: 0%, M: 0%, Y: 0%, K: 66%

P 179-2C

Light Accent

C: 0%, M: 0%, Y: 0%, K: 11%

ACCENT COLOURS

These colours are used to add personality and vibrancy to the brand. They are used in combination and run alongside our brand colours to compliment them - They're never to be used alone and are accented colours.

BRIGHT ORANGE U

Sriracha Orange

C: 0%, M: 69%, Y: 84%, K: 0%

GREEN 0921 U

Cayenne Teal

C: 47%, M: 0%, Y: 27%, K: 0%

VIOLET U

Plum Purple

C: 62%, M: 74%, Y: 0%, K: 0%

FONTS

At Sauce we use two fonts and they both have individual uses.

megat is the sauce display font.

megat bold

Our display font is used sparingly and only in situations that need impact like;

LRG Titles

Names

Signage

Gotham is our go to font for all things sauce

Gotham family

For all things sauce, we use the Gotham font

Titles

Small Titles

Body Copy

Descriptions

Labels



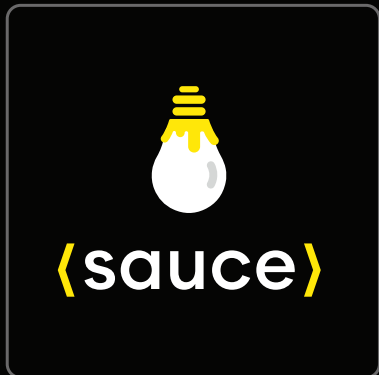
Gotham restrictions

When using gotham for titles and anything large, we recommend swapping the 'a' for the alternate version. We do this to reduce the visual clutter

LOGO APPLICATION

When using our logo, please consider an approach that gives it the maximum impact but also doesn't break accessibility rules.

Internal use only in all variations



⟨sauce⟩



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On black, use the white and yellow logo



⟨sauce⟩

On white, use the mono logo



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On colour, use the mono logo but make sure it has enough contrast