

<sauce>

digital 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

Use it cleverly to make Sauce Yellow really pop. Ensure the specified CMYK values are used for printing to avoid a dull tone.

#FEDB00

Primary Colour

Remember, it's the sauce, not the meal: too little is ineffectual, too much is overpowering, but just the right amount can transform the blandest burger into food for the gods.

#727272

Dark Accent

Use this colour sparingly for when you want to highlight key words or phrases but is never used as a background or the main colour in a composition.

#EBEBEB

Light Accent

This colour is used when you want something softer than white. It's used sparingly and is never used as the main colour on a composition.

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.

#FF5A0B

Sriracha Orange

Accents are used to compliment the overall design and is used in combination with the brand colours only. Never used on it's own.

#00DFC5

Cayenne Teal

Accents are used to compliment the overall design and is used in combination with the brand colours only. Never used on it's own.

#7247A4

Plum Purple

Accents are used to compliment the overall design and is used in combination with the brand colours only. Never used on it's own.

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



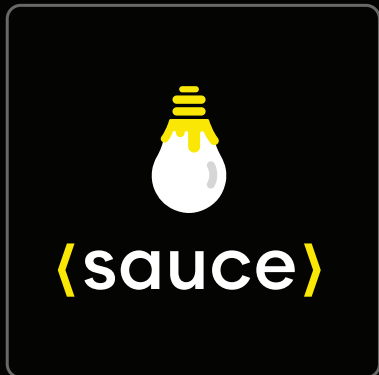
Gotham restrictions

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



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On black, use the white and yellow logo



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On white, use the mono logo



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