

The Sage Brand — at a glance.

Everything a partner, publisher, or rep needs to present Sage correctly.

THE MARK



The period is the signature.

SAGE. — logo lockup and designed materials

SAGE — running text, URLs, file names, legal docs

Minimum size: 1.25" print / 120px digital

Clear space: height of the "S" on all sides

Never: stretch, rotate, recolor, or add effects

COLOR



Sage Deep

#133133

Primary dark



Sage Gold

#B49167

Accent



Sage Deep Alt

#0D2527

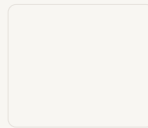
Hero deep



Sage Gold Light

#D4B98A

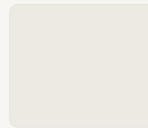
Light gold



Sage Ivory

#F8F6F2

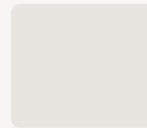
Page bg



Sage Cream

#EDE9E3

Subtle panel



Sage Rule

#E8E4DF

Dividers



Sage Stone

#8C8279

Secondary



Sage Charcoal

#2A2520

Body

TYPE

DISPLAY · Playfair Display

Engineered.

Headlines · hero · product names · spec-sheet titles

BODY · Inter

Patent-protected central
battery emergency lighting.

Copy · specs · UI · data tables

MONO · JetBrains Mono

KEY-1000-120-LOK

SR03-30-V2-CH2

Product codes · technical strings

USAGE

✓ Always

- Use SAGE. with the period in designed materials
- Maintain clear space (height of the S) on all sides
- Use approved HEX / RGB / CMYK / PMS color values
- Pair gold as accent, deep as foundation
- Deliver partner assets via the Brand Pack (one-shot)

✗ Never

- Stretch, rotate, recolor, or add effects to the logo
- Use Sage Gold as a large-area background
- Substitute fonts outside Playfair / Inter / JetBrains
- Omit the period in the logo lockup
- Use EM / Em standalone, or SageEM / Sage-EM variants

Engineered for the spaces it protects.